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The Florida Architect

September/October 1972



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COVER: "The Vital Dimension" Theme of the 58th
Annual FAAIA Convention and Building Products
Exhibit, October 26-29 at the Marco Beach Hotel,
Marco Island.

5/72

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Volume 22 Number 5

THE FLORIDA ARCHITECT, Official Journal of the Florida Association of the American Institute of Architects, Inc., is owned and published by the Association, a Florida Corporation not for profit. It is published bi-monthly at the Executive Office of the Association, 7100 N. Kendall Drive, Miami, Florida 33156. Telephone: 661-8947 (area code 305). Opinions expressed by contributors are not necessarily those of the Editor or the Florida Association of the AIA. Editorial material may be reprinted provided full credit is given to the author and to THE FLORIDA ARCHITECT and copy is sent to publisher's office. Controlled circulation postage paid at Miami, Florida. Single Copies, 75 cents, subscription, \$6.50 per year. 1971 Member Roster available at \$10.00 per copy. 1971 Directory of Architectural Building Products & Services available at \$1.50 per copy.

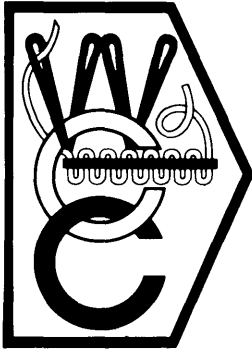
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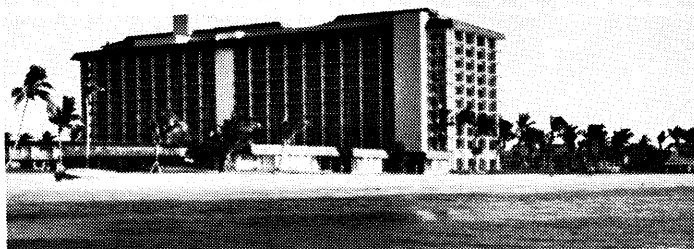
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Marco Beach Hotel
Marco Island

October 26-29, 1972

THE ARCHITECT/DEVELOPMENT TEAM
NATIONAL & STATE LAND USE PLAN



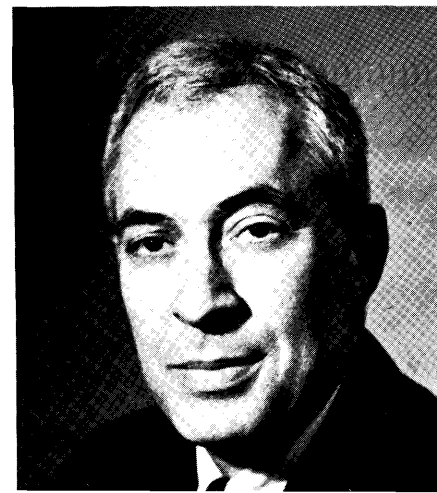
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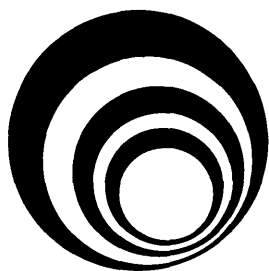
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The Vital Dimension

Program

THURSDAY, OCTOBER 26

7:45 a.m. — 1:00 p.m.	2nd Annual FAA Foundation Architects/Exhibitors Golf Tournament
10:00 a.m. — 6:00 p.m.	Registration (Convention Center)
10:00 a.m. — 3:30 p.m.	Accreditation of Delegates (Convention Center)
2:15 p.m. — 3:30 p.m.	FAAIA Board of Directors Meeting (Ballroom D)
3:45 p.m. — 5:30 p.m.	FAAIA Business Session (Ballroom A & B)
6:30 p.m. — 8:30 p.m.	Official Opening of Building Product Exhibits Salute to Exhibitors — Festive Cocktail Party
Evening	On your own (Convention Center) Hospitality Suites will be open

FRIDAY, October 27

8:30 a.m. — 5:00 p.m.	Registration (Convention Center)
8:30 a.m. — 10:00 a.m.	Complimentary Bloody Mary/Coffee & Danish — visit Building Product Exhibits (Convention Center)
8:30 a.m. — 3:00 p.m.	Balloting for FAAIA Officers (Convention Center)
10:00 a.m. — 12:00 noon	THE ARCHITECT/DEVELOPMENT TEAM (Ballroom B, C, D) Program Chairman: Ellis Bullock, AIA Moderator: Max O. Urbahn, FAIA Speaker: CHARLES LUCKMAN, FAIA
12:00 noon — 2:30 p.m.	Complimentary Buffet Luncheon/Beer - visit Building Product Exhibits Informal Fashion Show by David William, Inc. (Convention Center)
2:45 p.m. — 5:00 p.m.	THE ARCHITECT/DEVELOPMENT TEAM (Ballroom B, C, D) Program Chairman: Ellis Bullock, AIA Moderator: Max O. Urbahn, FAIA Speaker: JOHN C. PORTMAN, FAIA
6:30 p.m. — 8:00 p.m.	Visit Building Product Exhibits — Complimentary Cocktail Party courtesy of Marco Beach Hotel, (Convention Center)
8:00 p.m. — Midnight	10,000 Islands Seafood EXTRAVAGANTE at pool side with dance music Introduction of 1973 FAAIA Officers Hospitality Suites

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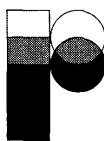
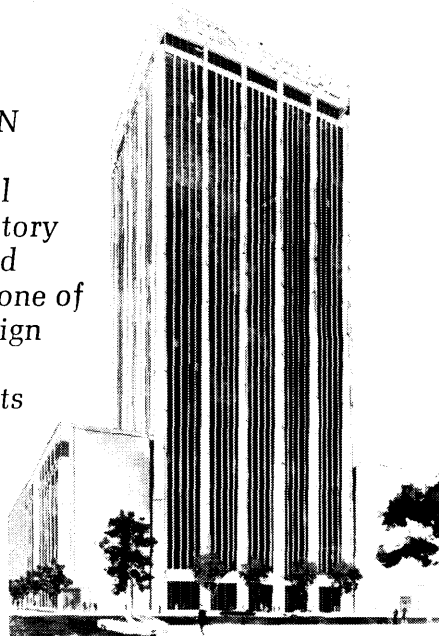
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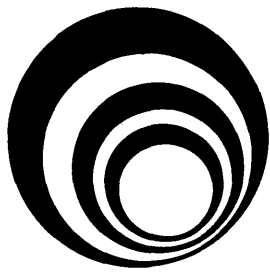
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The Vital Dimension

Program

SATURDAY, OCTOBER 28

8:15 a.m.	Breakfast-Fellows of the A.I.A. (Card room)
8:30 a.m. — 12:00 noon	Registration (Convention Center)
8:30 a.m. — 10:00 a.m.	Complimentary Bloody Mary/Coffee & Danish — visit Building Product Exhibits (Convention Center)
10:00 a.m. — 12:00 noon	NATIONAL & STATE LAND USE POLICY (Ballroom C, D) Program Chairman: Wiley Parker, AIA Panel: ARCHIBALD ROGERS, FAIA SENATOR ROBERT GRAHAM EARL STARNES, AIA
12:00 noon — 1:00 p.m.	Complimentary Beer/Cash Bar & drawing of Exhibit Booth Prizes — visit Building Product Exhibits (Convention Center)
1:30 p.m.	Building Product Exhibits Close
1:15 p.m. — 2:45 p.m.	ARCHITECTURAL AWARDS LUNCHEON (Ballroom A,B) Produced & Directed by Audio-Visual Imagery, Inc. Speaker: CHARLES COLBERT, FAIA

AFTERNOON SHORT COURSES

3:00 p.m. — 4:00 p.m.	Florida State Board of Architecture — Panel discussion "Fictitious Names" (Ballroom D)
4:00 p.m. — 5:00 p.m.	Environmental Education Program — "Ten Minutes Til Midnight" Program Chairman: Jack Stefany, AIA (Ballroom B)
5:00 p.m. — 6:00 p.m.	"Red Flag Charette" film clip program Program Chairman: Nils Schweizer, FAIA (Ballroom B)
7:00 p.m. — 8:00 p.m.	Cocktails at Poolside
8:00 p.m. — Midnight	"ISLANDER'S LUAU" at Poolside, dancing to "Sounds of Music" with Tommy Mason's combo, featuring Miss Kuu who will provide surprise and exciting entertainment, and introduce the latest imported fashions from the Waikiki Shop of Naples and Pompano Beach

SUNDAY, OCTOBER 29

10:00 a.m.	FAAIA Business Session (Ballroom B) Board of Directors Meeting (Ballroom B) Official Adjournment of 58th Annual Convention
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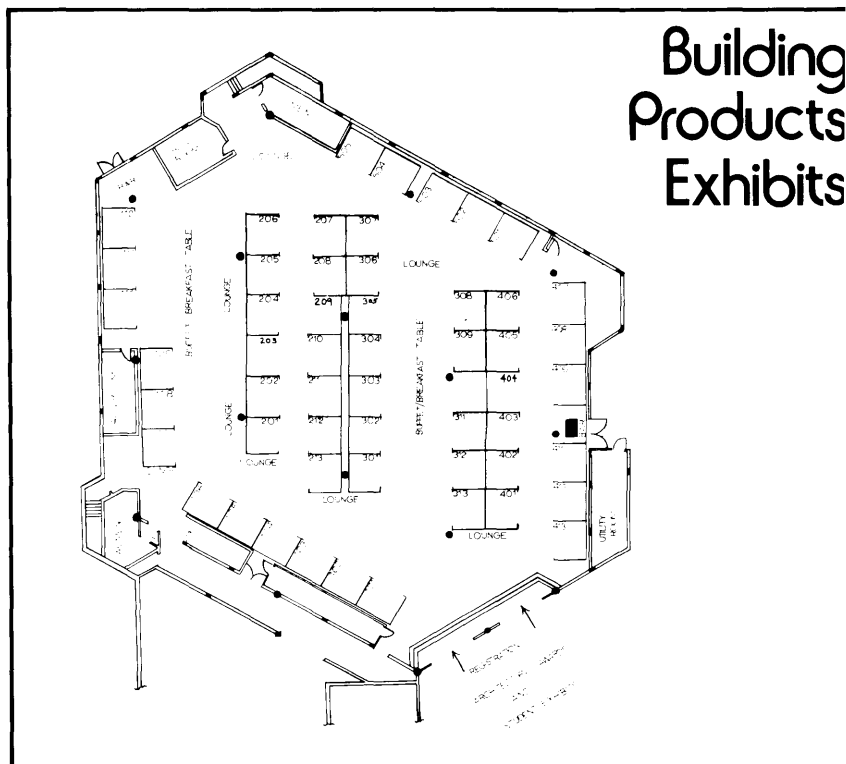
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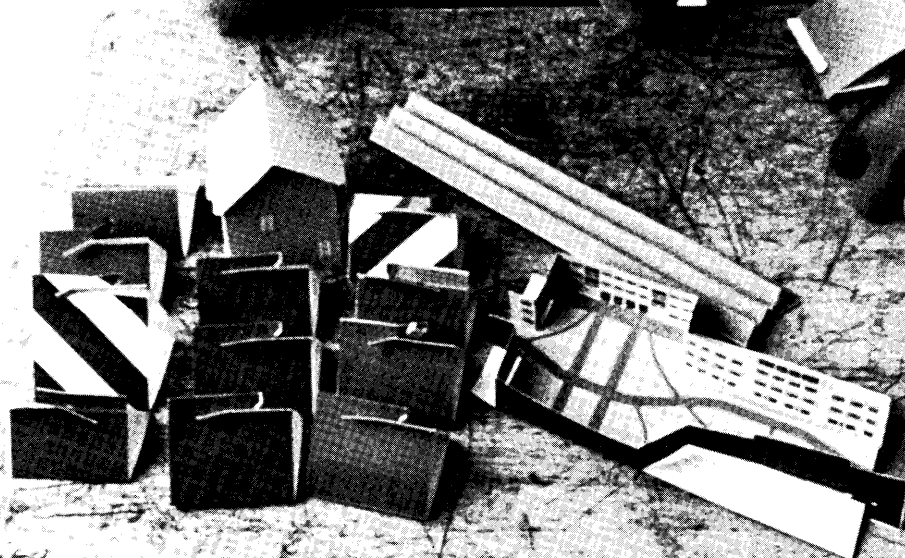
We want him to become aware that all of these are related parts of his environment. And to realize that how they fit together is something he can help decide.

Environmental education is already being taught in more than 100 communities. In time, we hope to reach every American child on every grade level. If you could help influence your schoolboard to include environmental awareness instruction in your school system, that time could be shortened.

This is essential, when you know what the most important product of a good visual environment is:

It is human dignity and pride.

Our Man-Made Environment — Book 7,
produced and published by
The Group for Environmental Education, Inc.
is available to schoolboard members
and school administrators at \$2.00 a copy
from A.I.A., address above.



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Environmental Bonds and Recreation Bonds

On November 7, 1972, Florida voters will have an opportunity to invest in the future of the Sunshine State by authorizing the sale of bonds to acquire environmentally endangered lands and outdoor recreation lands. Two questions authorizing environmental bonds and recreation bonds will appear on the ballot.

The first question proposes the issuance of no more than \$240 million in full faith and credit bonds, backed by general revenue. Of this amount, up to \$200 million may be used to acquire environmentally endangered lands and up to \$40 million may be used to acquire or improve outdoor recreation lands.

The enabling statute defines "environmentally endangered lands" to mean those areas of ecological significance whose development would cause a deterioration of submerged lands, inland or coastal waters, marshes or wilderness areas essential to the environmental integrity of the area, or of adjacent areas; those areas in which development would require remedial public works projects to limit or correct environmental damage; and beaches or beach areas within the state which have been eroded or destroyed by natural forces or which are threatened or potentially threatened by erosion or destruction by natural forces.

"Outdoor recreation lands" is also defined to include parks and recreation areas, wildlife preserves, forest areas, beaches, boating and navigational channels, submerged lands, and historical and archaeological sites. To qualify as a recreation land, of course, recreation must be the prime purpose of the purchase or project.

The second question on the November ballot proposes an amendment to the Constitution of Florida which would authorize the issuance of bonds to raise the funds needed to acquire additional recreation lands or to improve existing parks and recreation areas. These bonds would be backed by the Land Acquisition Trust Fund, which receives approximately \$5 million each year from the documentary surtax on land transactions. The maximum amount which could be raised initially by selling bonds backed by the existing trust fund is perhaps \$30 million to \$40 million, assuming the state actually sold the maximum amount authorized during the first year. New bonds, backed by new trust fund revenues, could be issued in future years to finance a continuous program of capital projects for recreation. Because these bonds would be backed by a different revenue source than the full faith and credit bonds, the two bond programs complement rather than duplicate each other.

Once the bond programs are passed and bonds are issued, the selection of sites for acquisition will be made by the Governor and the Cabinet, sitting as the head of the Department of Natural Resources. In each case, the selections will be guided by a comprehensive statewide plan prepared by the Department's professional staff, with the consultation and assistance of all other interested agencies of the state. Any person can bring suggestions for projects to the attention of the Department of Natural Resources by writing a letter explaining why he or she thinks the public should acquire a particular piece of property. The Department will investigate all new ideas for projects, and the comprehensive plan will be updated accordingly. A proper geographic balance across the state can be achieved in purchases by a systematic selection of sites.

Although the environmental protection capital projects program will be new to Florida, much of the policy and procedure derived from the outdoor recreation program will be directly applicable.

Not all of the authorized amount of bonds will be sold at once, of course, and the money will not all be spent in one year. The state will have the authority to issue bonds and spend the money as needed.

For example, the state might issue bonds in increments of \$50 million per year over a five year period. Passage of both bond programs will give Florida the means and the processes to establish a long-range and well-planned environmental protection program.

To illustrate what can be done with these new funds for outdoor recreation and environmentally endangered lands, consider what happened when the state floated a \$20 million outdoor recreation bond issue in 1968. The proceeds from the sale of those bonds were used to acquire 11 major new parks and recreation areas, comprising some 16,900 acres and including almost 10 miles of prime beach frontage. These projects were scattered the length of the state from north to south, and property was purchased in 12 different counties. Now that the proceeds of that bond sale have been exhausted, the state's ability to acquire more land for new sites or to develop the existing recreational facilities is greatly impaired by its limited financing capability.

Why buy more land? The answer can be summed up in two words — GROWTH and INFLATION. Florida is the fastest growing of all the large-population states in the nation. Between 1960 and 1970, the state's population grew from 4,951,560 to 6,789,443 — a phenomenal increase of 37.1% in 10 years. Of the six fastest-growing metropolitan areas in the nation, three are located in Florida. Estimates of population growth for the remaining 3 decades of this century promise no relief. By the year 2000, a conservative estimate of the population of peninsular Florida (excluding the Panhandle) is 12.8 million. A less conservative estimate for peninsular Florida is 15.5 million residents. This compares rather dramatically with the 1960 population of 3.3 million residents. The Panhandle is expected to join in the rapid growth of an urban strip along the Gulf Coast between Baton Rouge and Fort Walton Beach. Even by the conservative estimate, the number of Floridians will have doubled by

Generally speaking, the comprehensive plan will be drawn so as to accomplish the purposes of the legislation authorizing the bond referendum. Where the \$40 million for outdoor recreation is concerned, a successful pattern is already well established. The act provides that Chapter 375, Florida Statutes, shall apply, and formal standards and guidelines are available from the state comprehensive outdoor recreation plan, now in its third edition since 1963. Under Chapter 375 and the state outdoor recreation plan, the Department of Natural Resources has applied more than \$54 million towards the acquisition of some 99,091 acres of outdoor recreation land through 72 land acquisition projects since passage of the Outdoor Recreation and Conservation Act in 1963. The \$40 million from the presently proposed bond issue will be used to continue this established program. As contemplated by the state outdoor recreation plan, emphasis will be placed on the early acquisition of seashore areas and prime river and lake frontage located as conveniently as possible for the using public.

CONTINUED



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the year 2000. This incredible estimate staggers the imagination — it means all of the existing housing and service facilities will have to be duplicated to accommodate the new arrivals. A second Miami, a second Tampa, a second Jacksonville, even a second Sopchoppy will have to be constructed within the next 30 years! Or, the population density of each city and town will double during the same time span.

At the same time, property prices are rising astronomically. The average annual rate of inflation in the price of land across the state is currently at 18%. In some sections of the state, the rate is even higher. In Southeast Florida, inflation in the price of land has been estimated at 30% annually, while in the Orlando area, the rate has been estimated at 50 to 60% annually in recent years. At these rates, the future increase in land values will more than equal the interest and principal of the bonds sold to buy conservation and recreation lands at today's prices. If the state is ever going to set aside sufficient space to provide room to relax, fish, and enjoy Florida's distinctive natural beauty, if future generations of Floridians and their guests are to learn to appreciate the state's irreplaceable environmental, historical and archaeological heritage, and if wildlife, unpolluted water sources and clean rivers and lakes are to be preserved, the time to act is now.

Why sell bonds? If bonds are sold now to raise the funds to acquire new land and water resources and to preserve them for future generations, the debts will be paid off over a period of perhaps 20 to 30 years by the people who will be here to enjoy the benefits of the land acquisition program — by present Floridians, by their children, and by the several million new Floridians who will double our population by the end of the century. These are the people who will demand additional swimming and boating areas, hunting and fishing areas, and adequate and salt-free drinking water. Land purchases require large amounts of money at the time of purchase, and a bond sale is the only practical way by which the state can raise the necessary cash.

The prices to be paid by the state for acquisition of conservation and recreation lands will be arrived at through open negotiation, based on fair market value and existing market conditions. Private property rights will be protected. There will be no maximum price placed arbitrarily on any single land acquisition project although, from a practical standpoint, the scope of each individual project will have to be in keeping with a balanced statewide program

No new state taxes are tied to either bond program. The bonds which are sold will be paid off from the general revenue fund or from the Land Acquisition Trust Fund, both of which will grow as the state's population and economy grow. The annual cost of paying off the bond obligation will be a small fraction of the overall state budget. Last year, for example, the state collected \$2.5 billion in taxes, and that was before the corporate profits tax became effective. The bond debt will be a fixed amount each year regardless of future inflation, and the annual cost will become a smaller and smaller fraction of the overall state budget in later years.

The effect of the land acquisition program on local tax structures should be negligible, if any. Land purchased by the state as environmentally endangered or recreational lands will be removed from the local tax bases; however, local governments will be freed from the obligation to provide services to future developments to the same extent that land is removed

from the tax roll. A number of other variables will also affect local property taxes in the near future, such as increased state aid to local school financing and other local services; federal sharing programs, rapid inflation in the values of remaining nonexempt real estate; population growth; and continuing efforts to reach the goal of full-value tax assessments. From the statewide perspective, if a full \$240 million worth of land is removed from local tax rolls, the total value of all non-exempt real property in the state will be reduced from \$35.355 billion to \$35.115 billion. The reduction in local tax bases will be a fraction of 1 percent, statewide. This statewide nonexempt property value is based on county assessments as of January 1, 1971; intervening inflation and the estimate that tax assessments average only 85% of fair market values mean that the net reduction in local tax bases will be even less than the figures indicate.

Even if a taxpayer could attribute some small increase in his taxes to the environmental and recreational land acquisition program, the benefits of conserving his state's natural beauty, fresh water sources, and outdoor recreation areas at today's prices make his small cost one of the best investments he could imagine. His grandchildren will say he had foresight.

Once land is purchased, the management of the land will be in the hands of the state agency appropriate to the purposes which the land is to serve. The Game and Fresh Water Commission may administer some areas for wildlife purposes; the Division of Forestry may lease some for forestry management; and some areas will undoubtedly be placed under the jurisdiction of the Division of Recreation and Parks to serve outdoor recreation needs. Some areas may be maintained as wilderness. Appropriate public use will be permitted on all lands acquired, although the type and degree of use will depend upon the nature of the land and the primary purpose it is to serve.

One additional benefit gained by Florida voters upon approval of the full faith and credit bond referendum question is that an important element of the Florida Environmental Land and Water Management Act of 1972 becomes effective. This act, which has been described as the most significant environmental protection law ever enacted in the state's history, provides that areas having a significant impact upon archaeological, environmental, natural or historical resources of regional or statewide importance may be designated as areas of critical state concern. Certain other areas may also be designated as areas of critical state concern even if the bond referendum question fails in November, but the overall significance of the Management Act will be greatly diminished and the state's ability to insure some regulation in the future growth will be impaired as a result.

Before any of these things can happen, before the irreplaceable scenic and historical places of Florida can be preserved for future enjoyment, the *electorate* of Florida must approve both of the environmental and recreational bond questions on November 7. If they are approved, the state can take positive steps to protect the quality of life for future Floridians for many years to come.

Two questions on the November 7 ballot are vital to the environment of Florida. They will be numbered 1 and 2, and a YES vote on both questions will permit public investment in Florida's natural heritage. Question 1 allows the state to acquire ENVIRONMENTALLY ENDANGERED LANDS and OUTDOOR RECREATION LANDS through the sale of bonds. Question 2 also allows the acquisition and improvement of OUTDOOR RECREATION LANDS through an amendment to the State Constitution. A YES vote for Question 1 also makes effective a critical section of the most significant conservation law ever enacted in Florida's history, the Florida Environmental Land and Water Management Act of 1972. 1 + 2 = LANDS FOR YOU!

1. What are environmentally endangered lands?

A. Lands which are unique and irreplaceable and whose development would damage or destroy the environment. These include submerged lands, inland or coastal waters, beaches, marshes, watersheds or wilderness areas.

2. Why should we protect them?

A. These lands should be bought to save Florida's natural beauty for the enjoyment of people today and generations to come. The protection of such lands would permanently assure the people of Florida that they will have clean streams, rivers and lakes, adequate and unpolluted water to drink and use, plenty of wildlife and forests, and places for our fish to spawn.

3. Why do we need money for outdoor recreational lands?

A. Florida's rapid growth is eating up good beach areas, wilderness and unspoiled lakes each year. Even within the next three or four years, we will need more outdoor areas for people to swim, fish, hunt, or just enjoy the clean fresh air and sunshine.

4. What is the amount of bonds we will be voting for?

A. Question 1 will let the state sell up to \$40 million in bonds for OUTDOOR RECREATION lands, and up to \$200 million for ENVIRONMENTALLY ENDANGERED lands. Question 2 will allow the state to sell bonds for the purchase of OUTDOOR RECREATION lands in an amount limited to how much the state already collects from documentary stamps on the sale of property; the first issue might be for approximately \$30 million.

5. Where is the money coming from to repay the bonds?

A. The money to repay the bonds sold as the result of Question 1, will come from the state's general revenue. Money to repay the bonds sold as the result of Question 2, will come from the documentary stamp collections.

6. Does this mean more State taxes?

A. No new state taxes are tied to these bonds. The state tax on profits of corporations now going into general revenue is more than enough to offset the cost of these bonds each year. Florida's continued growth and development will also increase the state's general revenue, and out of this general fund, it will cost each citizen less than a penny a day to pay off these bonds.

7. Will this affect local property taxes?

A. This is very unlikely, for two reasons. First, the amount of land that could be removed from local tax rolls by these bond purchases is less than 1% of the total taxable property in the state. Secondly, local tax-supported services such as schools, law enforcement, and fire protection would be unnecessary for the areas purchased.

8. Why does this need to be done NOW?

A. The answer can be summed up in two words — GROWTH and INFLATION. A comparison of property values now with what they were twenty years ago will give some appreciation of what land may sell for in another twenty or thirty years, when the state's population has doubled. INFLATION is raising the price of land about 18% each year statewide — even 30% to 60% a year in some sections of Florida.

9. Who decides what lands should be acquired?

A. The Governor and the Cabinet, acting as the head of the Department of Natural Resources, are the only ones who can approve lands to be purchased. Their selections will be based on a continuing statewide plan drawn up by qualified state agencies. However, anyone can recommend lands to be considered.

10. Have we ever done anything like this before?

A. Yes. In 1968 the state approved a \$20 million outdoor recreation bond issue. The money was used to buy 11 major new parks and recreation areas, including almost 10 miles of prime beach frontage. These areas consist of 16,900 acres that are located in 12 different counties around the state. These bonds were sold under the old State Constitution; Question 2 will restore the state's authority to sell such bonds for outdoor recreation.

Lands For You

LIMITED ISSUE OF FLORIDA LAND CONSERVATION COMMEMORATIVE STAMPS



This unique set of 1+2 stamps is being issued in support of retaining the natural areas of our state for the enjoyment of our people today and generations to come.

The residents of Florida are being asked to vote "yes" on questions 1 and 2 on the November 7 ballot.

Send for your sheets of these beautiful full-color commemorative stamp sets and help protect our irreplaceable wildlife and natural beauty . . . keep our lands free from man-made alterations . . . and preserve our many feature areas for recreation, historical education and scientific study.

LANDS FOR YOU, INC.

Room 229, Dorian Bldg.
319 S. Monroe Street
Tallahassee, Florida 32304

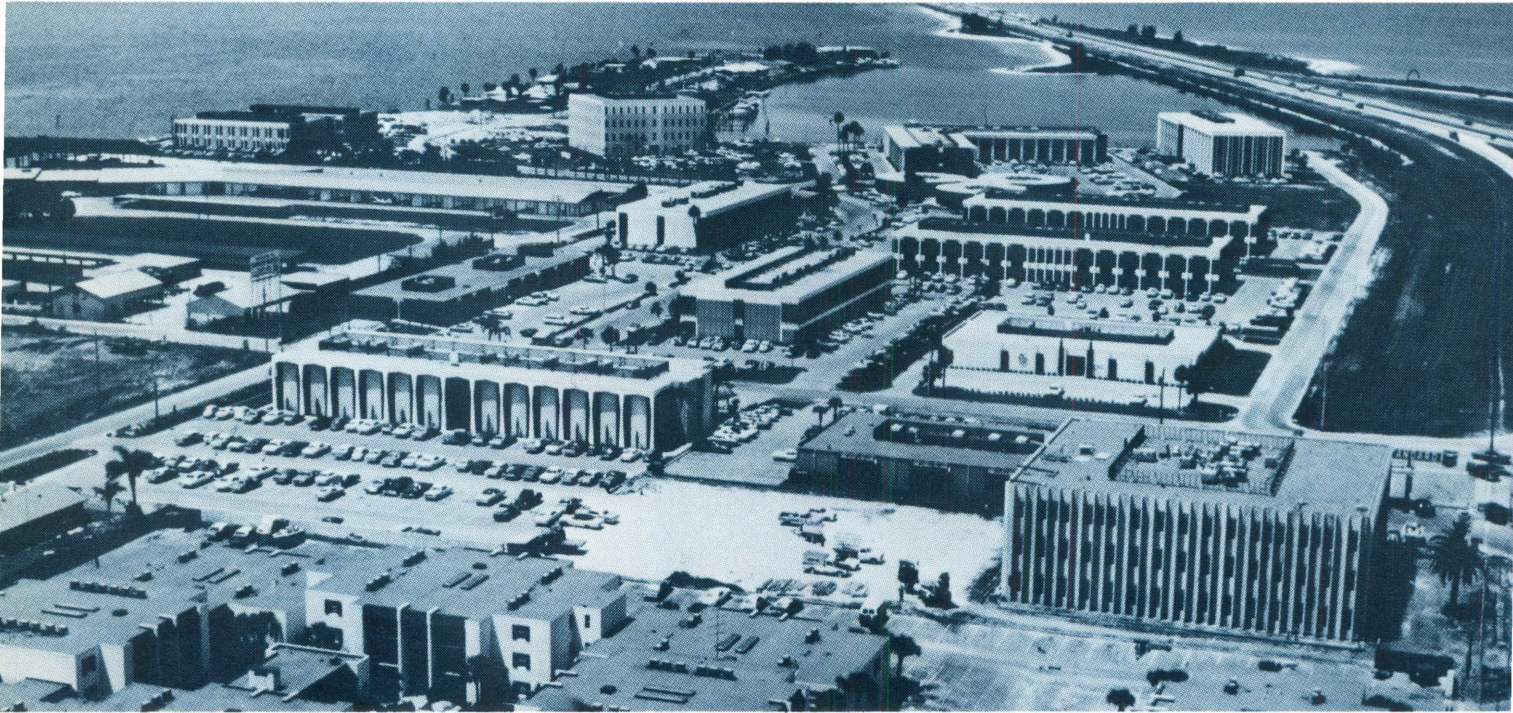
Please send me _____ sheets of full-color Lands For You Stamps (16 sets to a sheet) @ \$5.00 for 2 sheets, or \$10.00 for 5 sheets. I enclose check or money order for my donation of \$ _____ which includes both postage and handling.

Name _____

Address _____

City/State _____ Zip _____

Koger Executive Center in Tampa combines esthetics with sound business sense.



That's why it's all-electric.

Koger management believes very strongly in John Ruskin's words that the creation of art, or beauty, should be a natural and inherent part of our daily lives. And they have put this concept into action throughout the 14 existing buildings in the Tampa complex, creating a total business environment.

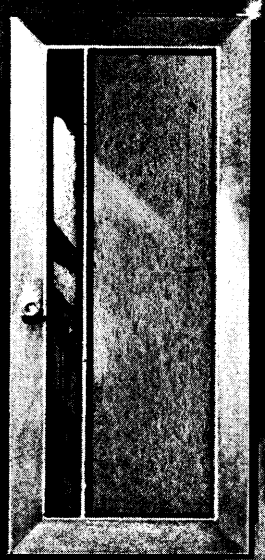
They realize, too, the value in not just designing good looking office buildings, but serving well the business goals of the Company. From experience gained through seventy years of general contracting and in building for its own account, Koger Properties chose to go all-electric

in the Tampa Executive Center. Their primary reason was that all-electric would offer them not only a lower overall first cost, but that their annual operating costs would be lower, too. A further advantage was that all-electric required less housing and no central plant.

Further features of cleanliness, convenience and safety are tenant-pleasing aspects, as is the Koger practice of planning the exterior lighting as an integral part of the overall design in its office parks located in the Southeast and Southwest.

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EXTERIOR**

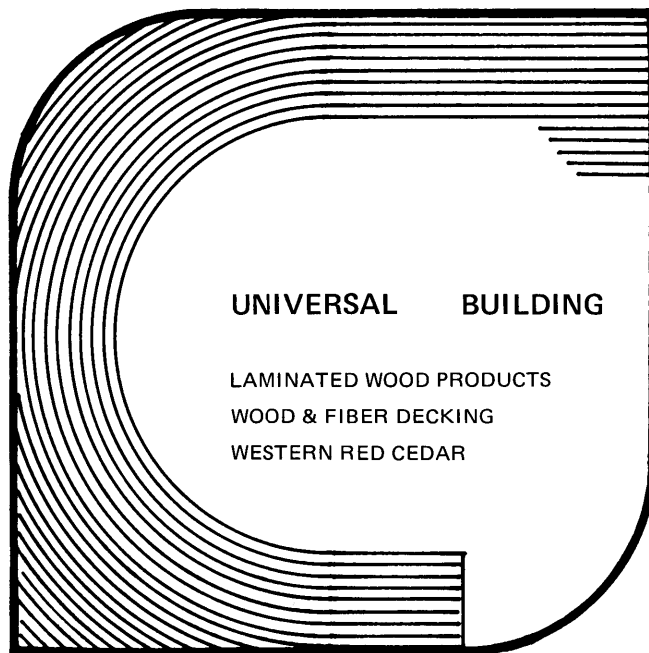
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1972 architectural awards

HONOR AWARD

The Stanley Switlik Elementary School/
Marathon

McCoy-Severud-Knight-Boerema, Architects/
Miami & Key West

MERIT AWARD

John D. MacDonald Residence/Sarasota

Edward J. Seibert, A.I.A. Architect/
Sarasota

Oceanfront Residence/Northeast Florida
William Morgan Architects/Jacksonville

Jacaranda Country Club/Plantation
Donald Singer, Architect/Ft. Lauderdale

Lemon Tree Village Condominium/Coconut
Grove
Charles Harrison Pawley, Architect/Miami

HONORABLE MENTION

Broward Community College, North Campus/
Coconut Creek

Abraben, John, Perkins & Will, Architects,
Inc./Ft. Lauderdale

Isabella Ambrose Berczeli Residence/Miami
Bouterse Borrelli Albaisa Architects/Planners
Inc./Miami

Honor Award

The Stanley Switlik Elementary School
McCoy-Severud-Knight-Boerema, Architects

PHOTOS: KURT WALDMAN



JURY COMMENTS

"The Committee selected this elementary school as having that quality that raised it above any of the other projects submitted. It was described as a complete work of art because the ingenuity in which the plan is arranged, the relationships with the outdoors, the use of the systems approach which integrates the structure with mechanical, electrical and air-conditioning, and also the selection and expression of the materials of which the building is constructed. The colors and furnishing are carefully thought out and the building looks even better with the children in it."

ARCHITECTS: McCoy-Severud-Knight-Boerema, Architects
Miami and Key West, Florida
Glenn Allen Buff, A.I.A., Partner In Charge of Design

STRUCTURAL ENGINEERS: McGlinchy & Pundt

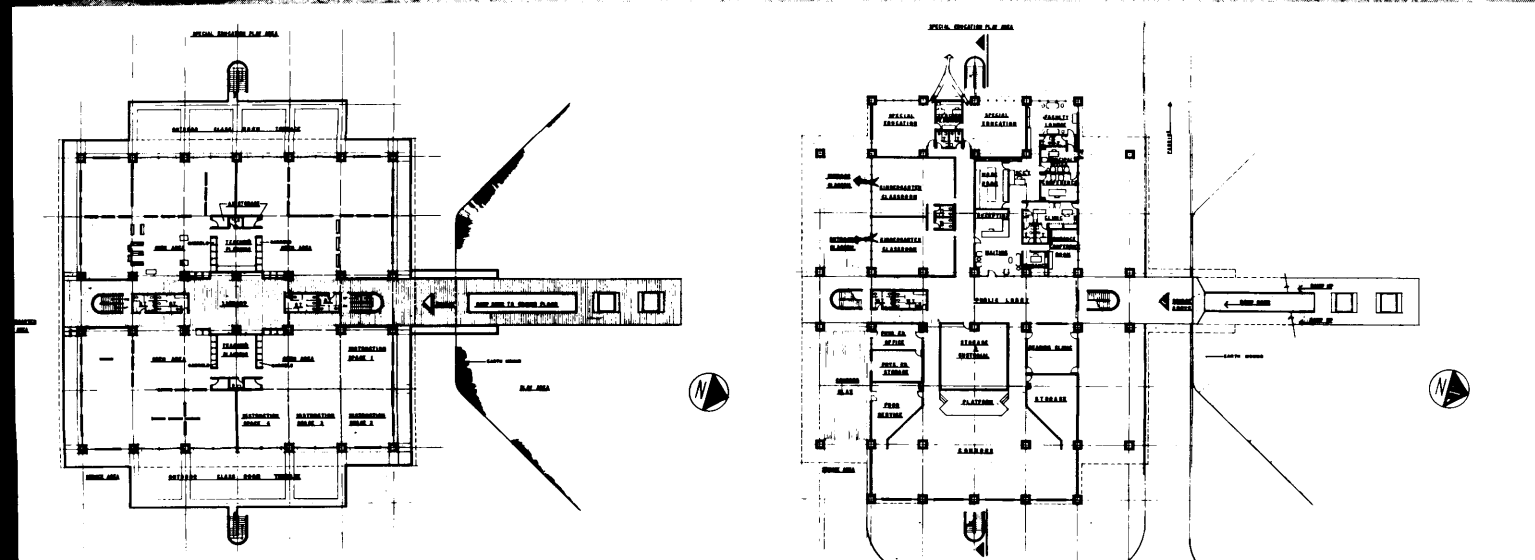
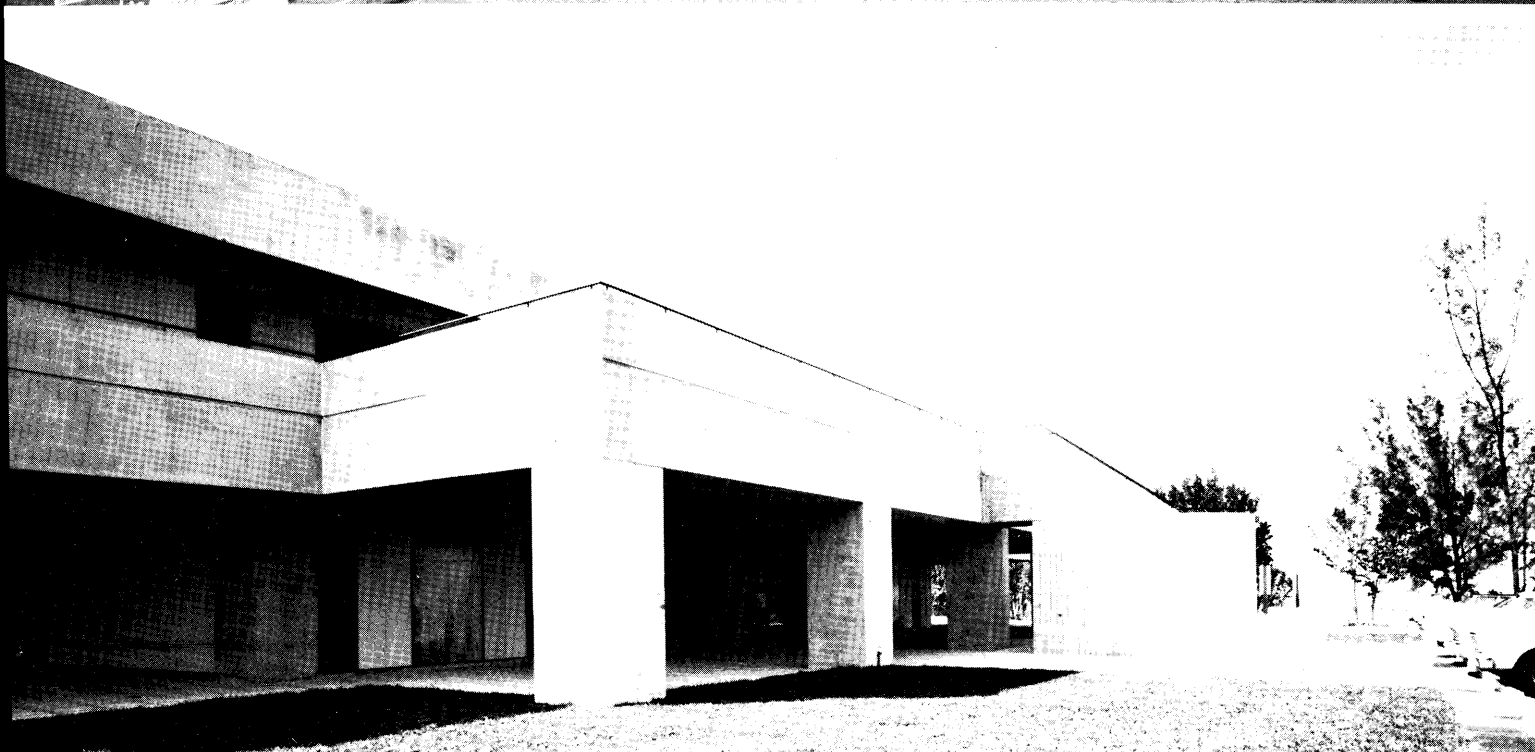
MECHANICAL & ELECTRICAL ENGINEERS: Cook-Sloan-Lowe Associates

OWNER: Monroe County School Board

CONTRACTOR: Fryd Construction Corporation

The building's design utilizes a concrete systems approach to school design that was developed by the architects and used previously on private schools in the area. The use of this system was part of the program requirement. This system integrates the air-conditioning equipment, supply ducts, return-air ducts and lighting with the concrete structure. The major element of the system is a concrete channel.

Two of these channels welded together form the columns for the building. A steel door frame is cast into the non-working leg of one channel so the column can be used to house the air-conditioning equipment. This same channel inverted provides the girder that carries the concrete roof and floor joist. The air-conditioning supply-air duct runs inside this girder. The girder itself is used for return-air. Holopane's single tube lighting fixtures were used between each leg of the twin tee floor and roof units to provide a low glare high contrast type of lighting throughout. A special white concrete composition panel was used in its natural finish for the enclosure walls.



Merit Award

John D. MacDonald Residence

Edward J. Seibert, A.I.A. Architect

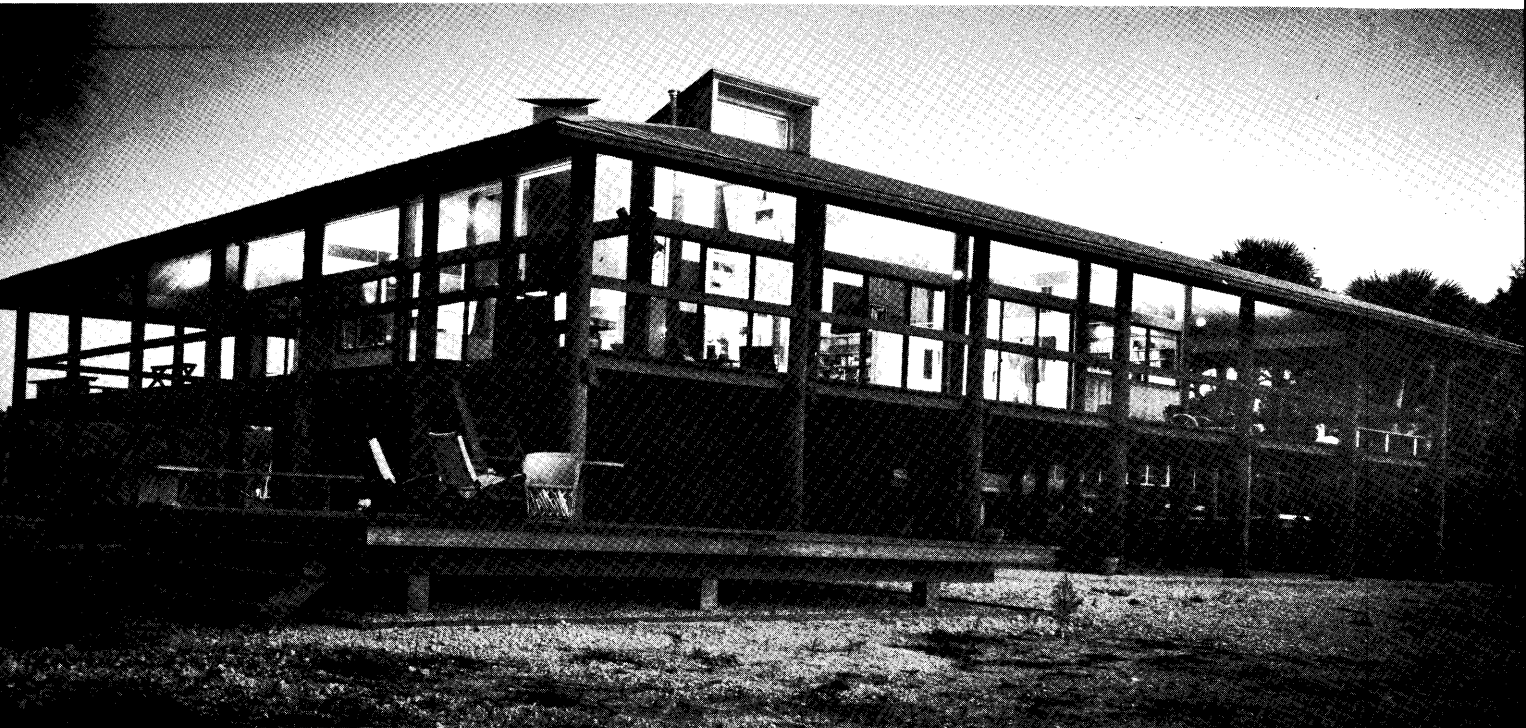


JURY COMMENTS

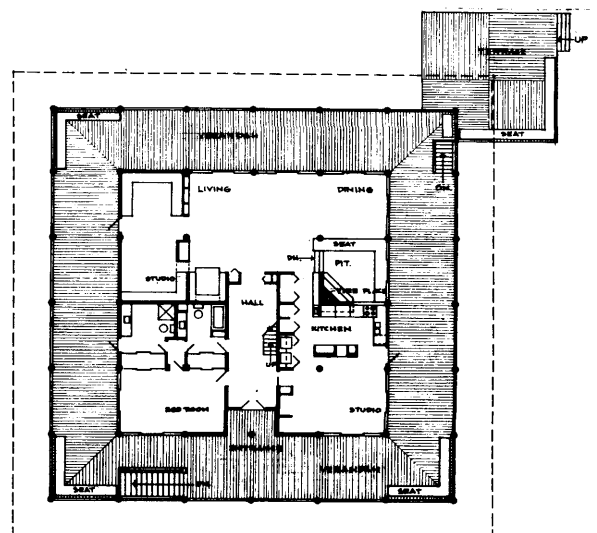
"This house, the Committee felt, did do justice to a very lovely site. It is arranged in plan and detailed and enclosed in a shelter which truly belongs in Florida. It is a big house but it still has been able to achieve warmth and residential scale."

A point of land exposed to the gulf: A strong house built high above storm tides was required. Broad porch protects glass from sun and rain. This is an adaptation of "cracker" design for use by a writer whose wife is a painter.

ARCHITECT & ASSOCIATE: B. Richmond
ENGINEER: Ebaugh & Goethe
CONTRACTOR: Frank S. Thyne, Inc.



PHOTOS: G. WADE SWICORD



SECOND FLOOR PLAN

Merit Award

Oceanfront Residence Northeast Florida

William Morgan Architects



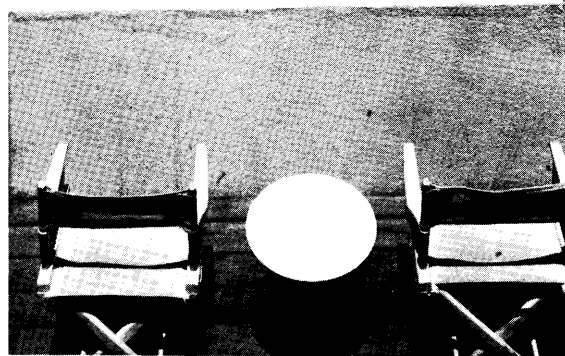
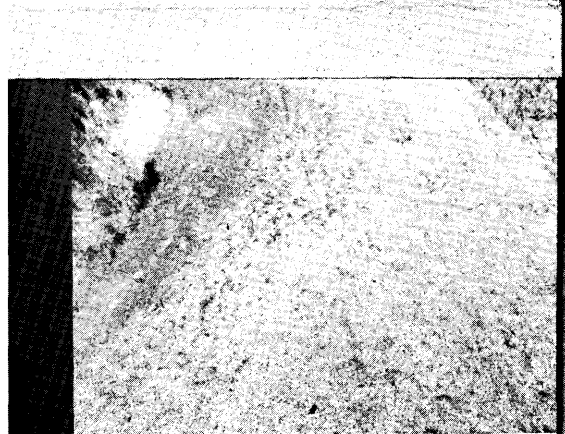
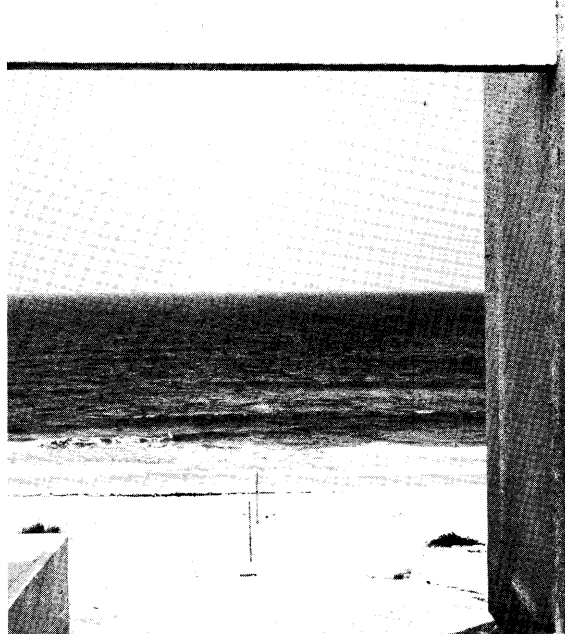
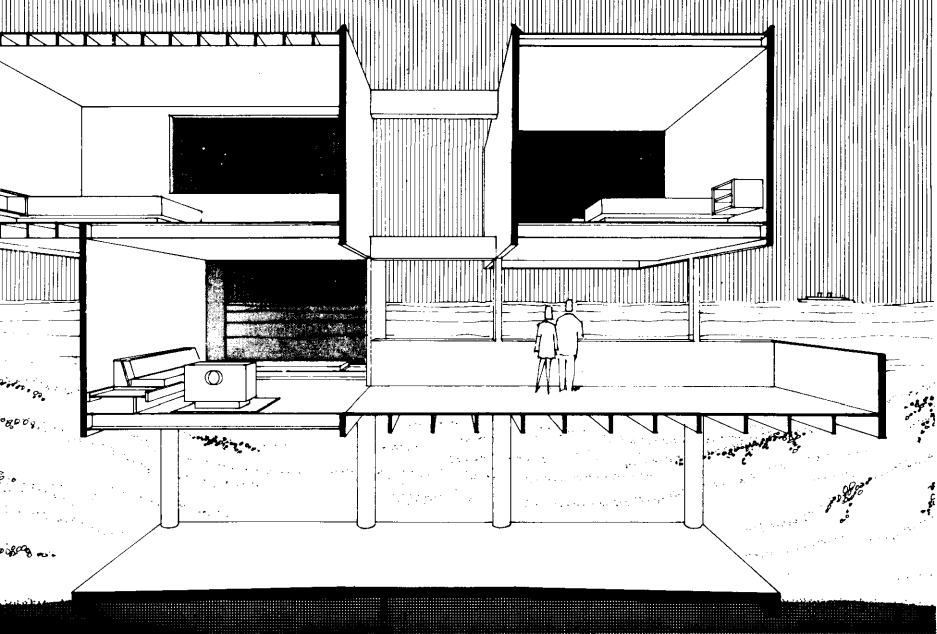
JURY COMMENTS

"A clean, crisp, almost sculptural solution respecting and taking advantage of an interesting site with its views toward the sea. The Committee was also intrigued by the materials used and the method of pre-fabricating the parts."

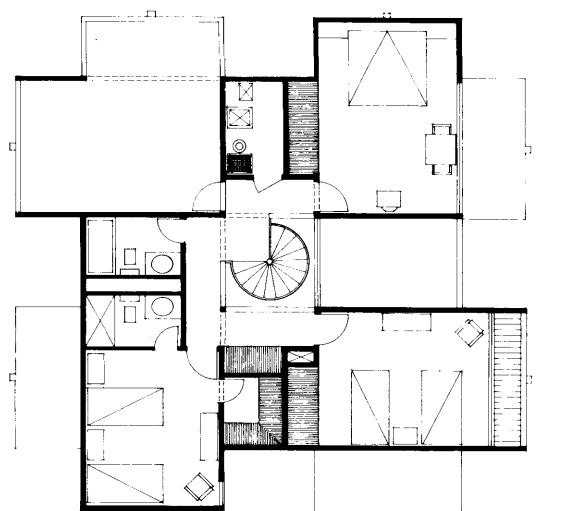
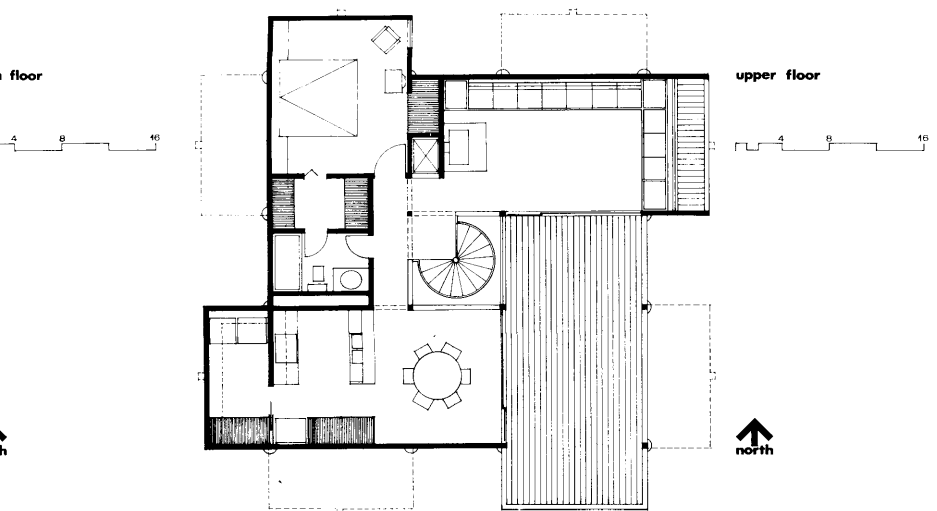
The residence is designed for eight prefabricated boxes each 12' x 25'-4" to be set on concrete pilings and fiberglass encapsulated in place.

Concrete pilings are cast integrally with the foundation slab to resist hurricane winds. Fiberglass is applied to all exterior surfaces, eliminating conventional roofing, gravel stops, facias, window stops, siding, etc. The encapsulation technique is similar to the method of coating wooded boat hulls.

ENGINEER: Haley W. Keister, P.E.
CONTRACTOR: W. H. Coleman
FIBERGLASS: Tom's Fiberglass



OS: G. WADE SWICORD



Merit Award

Jacaranda Country Club
Donald Singer, Architect

PHOTO: ALEXANDRE GEOR



JURY COMMENTS

"Selected for its subtle arrangement for large assemblies. The building looks equally good in daylight and at night."

The golf course that surrounds the site is a series of softly rolling curves . . . quiet and gentle. The building very naturally settled into those curves providing a man made hard edge as opposed to nature's own impressionist soft edge, but taking from the very strong horizontal of the open field and emanating it. The building was to sit surrounded by activity on all sides . . . no room for a back porch . . . and vistas and circulation patterns emanating from all directions.

FEATURED IN "THE FLORIDA ARCHITECT", MAY/JUNE 1972

STRUCTURAL ENGINEER: Gaston de Zarraga Associates
MECHANICAL ENGINEER: Louis J. Aguirre Associates
CONTRACTOR: Caldwell Scott Construction Co.
INTERIOR: Terry Rowe Associates



SMALL OFFICE PRACTICE HANDBOOK



INFORMATION IN OUTLINE FORM FOR
USE IN EVALUATING THE TOTAL
OPERATION OF THE OFFICE

- Goals
- Office Economics
- Record Keeping
- File Systems
- Equipment
- The Office
- The Source of Work
- New Forms of Practice
- Legal
- Public Relations
- Public Service
- Keeping Up
- Service to the Professions
- Satisfaction from Practice
- Variations of Practice and Rewards
- Consultants
- SOP Structure
- Bibliography

SOP

TASK FORCE COMMITTEE REPORT
THE FLORIDA ASSOCIATION
OF THE AMERICAN INSTITUTE OF ARCHITECTS

INTRODUCTION

For the past five years, the Florida Association, The American Institute of Architects has been involved with the needs of the architectural small office practitioner (nicknamed SOP) and how the Association can best help satisfy these needs in a dynamic society.

Under the able leadership of Francis R. Walton, FAIA, as chairman, the Small Office Task Force Committee, FA AIA initiated a study and survey on small office needs and desires, and tested the results against the experiences and opinions of the Task Force of practitioners. A report of this study to the 1971 FA AIA Convention led to the "Small Office Practice Handbook", again an undertaking led by Francis R. Walton, FAIA.

The Handbook is not intended to supplant the "Architects" Handbook of Professional Practice" published by The American Institute of Architects. It is intended to supplement this excellent publication with suggestions that could help the SOP with the nasty, nitty-gritty problems, which every practitioner is supposed to know how to solve, but few SOP's find the time to discover and to exploit the resources for these solutions without some help.

Of course, the small office practice is as diverse as the diversity of community characteristics, of people and of design concepts. None of the comments and suggestions in the Handbook are universally adaptable and all of it runs the risk of becoming obsolescent before it is disseminated. It is the hope of the Task Force that what is found herein will in some way be useful in making the SOPs' practice (1) less burdensome for creating wholesome environments during our dynamically transient time, and (2) much more profitable.

DEFINITION

The SOP, as we have approached it, is the small firm consisting of from one to seven persons with two or three principals. This view incorporates the idea that these will be architects and that engineers will be consultants or in some way related to this architectural organization by association.

THE COMMITTEE: Francis R. Walton, FAIA, Chairman
H. Samuel Kruse', FAIA
Herschel E. Shepard, Jr., AIA
Robert L. Woodward, AIA
1972

SMALL OFFICE PRACTICE HANDBOOK

GOALS:

The goals of practice may be defined as personal fulfillment, exercise of social responsibility, achievement of aesthetic and individual expression and reaching people. The means of accomplishment of these goals is, of course, the acquisition of projects on which to serve; the maintenance of communications with a complete spectrum of job-related people including workmen; careful attention to the quality of service and its economic details and implications of practice and collecting. The larger firms find it necessary to have members to concentrate on elements of this array of activities and purposes to the exclusion of others. In the small office everyone is to some degree related to, or familiar with, all parts. In fact, the process takes on such a unity, it appears to have no parts. This illusion must be resisted for the sake of control and management, and a consciousness of different roles and jobs performed is required. This discipline must be conscious and planned, including the maintenance or the achievement of the goals will be lost. It is almost a truism that the more grim the financial situation, the less likely goals will be retained. Frank Lloyd Wright is said to have starved and clung to his goals. Many practitioners begin without goals and like the child who plays with the box the toy comes in, they get lost in the means and methods. Some of us are limited by personal factors and must find satisfaction in a part of the method. Large firms are populated with people who have made this choice. The SOP requires real broad skills and this document seeks to aid in the organization of these.

OFFICE ECONOMICS:

INDIRECT COSTS: Not all of these will apply to all offices.

- (1) Nontechnical (secretary-bookkeeper)
- (2) Office supplies (All consumable supplies)
- (3) Auto expenses
- (4) Dues and subscriptions
- (5) Entertainment
- (6) Interest on business-related debt
- (7) Pictures and prints
- (8) Professional seminars and conventions
- (9) Rent and utilities, office maintenance
- (10) Taxes and licenses
- (11) Telephone answering service and telephone
- (12) Travel
- (13) Business promotion, visual aids, brochures (7)
- (14) Maintenance of home or studio if used partially for work (proportional to use by area and time)
- (15) Accountants and legal fees, tax consultant
- (16) Depreciation
- (17) Professional insurance
- (18) Principal's salary placed as a planned item of overhead
- (19) Fringe benefits
- (20) Time spent on office chores by anybody not classified under item (1)

The tax people and accountants have all this in hand and a close look at these reveals no great subtleties with a few exceptions.

- (1) When you have developed the maximum output of a single secretary-record keeper and more output is required, it is probably more practical to purchase or lease machines and gadgets, or send work out, to increase the output rather than put on another person. Reason: Two do less work than twice as much as one since cooperation and relationship consumes time. It would be better to automate something and have it done part time by a technical employee.

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- (2) Drafting and office supplies, chargeable to specific jobs and recovered as a reimbursible, would not really be an indirect cost in cost accounting analysis, but would certainly show on tax accounting and offsets the income from reimbursement.
- (7) Pictures and Prints has fringe benefits and also can be made to support activities of business promotion.
- (8) Professional Seminars and Conventions are to some men a partially paid vacation and this relates to item 12 (travel).
- (16) Equipment investments appear as a yearly depreciation over a reasonable life expectancy of the items.
- (18) This is related to management, not item 20 chores which may be done by other technical personnel. This item may be expressed in terms of a percentage of the principal's salary rather than a total item.

- (19) Should be looked at in close focus. The real cost of a productive worked hour of an employee's time is not the hourly pay rate of the person. Conduct an analysis of the following type of each individual and if you work on a reimbursible time charge fee basis, this item will be offset as an indirect cost. For example: $40 \times 52 = 2080$. This is what you will pay for, but this is not what you get.

Take out: 2 weeks vacation	Hrs. 80
1 day sick leave per month	" 96
5 national holidays	" 40
Voting and seeing about things	" 4
	<hr/> Hrs. 220

2080
220

1860 actual time worked.
If you are paying 5 dollars an hour for this person,
your real cost per hour is

$$\frac{2080 \times 5}{1860} = 5.591 \text{ dollars}$$

If you add to this the per hour cost, using the actual work time, of group insurance, health insurance and the like, you will arrive at the real per hour cost of the person for use in charged time accounts. For example:

$$5 \times 2\frac{1}{2} = 12.50$$

$$5.6 \times 2\frac{1}{2} = 14.00$$

Three such employees in a year's time could put an additional 6370 dollars in the till if on reimbursible accounts at $2\frac{1}{2}$ times time and your indirect cost shrinks.

- (20) Filing, salesmen, sorting data and mail which is not specifically assigned to project production.

OTHER RECORDS THAT NEED TO BE KEPT:

Keep by the job, preferably in a separate notebook or ledger, a complete record of all consultants' fees paid, time charges, prints, long distance telephone calls, travel, amounts of billing and payments received, complete with dates. Even though you may work on flat fees, unit fees or percentage fees, these cost records afford a useful tool for the following:

- (1) Comparison of cost to return by jobs.
- (2) Evidence in case a job is terminated for any reason and settlement or suit develops. This record is proof positive of costs involved and quickly available.
- (3) Comparison of various items of cost over a series of jobs.
- (4) Clear understanding and appraisal of time elapse and work progress.

In addition to these records, a personnel record should be kept for each person in the total work force, including principals.

The accountant will require a record be kept of equipment purchased, with dates and original costs, together with a life expectancy estimate. Many expensive books go through periodic revision and have therefore a definite depreciation date. Some items use up so fast they fall in the business expense class and do not need to be charted. Sometimes this file is headed "Equipment".

Separation of job files is important. The Institute is currently working on a number system for files which will hopefully make possible quick access to the same piece of data on each job for comparative reference.

It has been found undesirable for work files containing certain intimate information to float around the office, so a system of segregation that works well is to color code file as follows:

Red label — All letters to client re fees and privileged information on his project, income, etc. Contract: Owner-Architect, billings to owner, payments received, etc. Kept by principal or secretary in his file.

Blue label — Project data and study material during the development of the project to the bid period.

Green label — The first document in this file is the Contract, Owner-Contractor; and all records, requisitions, job inspection reports and shop drawings, etc., accumulate in this file.

Another valuable file or notebook is the case of characters book on jobs. This notebook should have a fresh page started for each new job and it stays on the secretary's desk. This covers proper name and address of project, owner's or his representative's name, address, telephone and rank; cover trade names or fictitious names or title used on project, contractors, major suppliers, subs, consulting engineers, even the superintendent or manager. This reduces error and oversight in covering copies in correspondence and the like; saves time also. This page of job information can be expanded on the back side by entering bid data, unit cost per square foot and other reference material for quick reference in the design and construction phases.

The card file is most important. If all jobs are recorded as they develop on a card bearing a file number, matching the job number, it can become a quick reference for all sorts of data such as area, cost, fee, etc. In order to make this workable, you need a cross index file by alphabetical means for every possible reference clue the project may have; for instance, a man may have a corporation, build for a tenant company in another town and the job number you give it might be 72-672. Ten years from now, you want to look it up and all you can remember is one of the series of bits of information, but not the file number where all data is stored. The strange part is that a repeat client may fill up cards under his name of various jobs that all have different other filing characteristics. This system resembles the library catalog systems.

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FILE SYSTEMS:

This need has been aired greatly by the CSI - Uniform System for Construction Specifications, data filing and cost accounting, and the index of key words. You should be using it.

One of the oldest job numbering systems is the one using the last two numbers of the year (72) as the first numbers of the file and then consecutively numbering jobs as they develop, either on a yearly basis like 1 to 50, or endlessly from first job and consecutively numbered as years go on. Carefully developing this file system and the cross reference card system can be quite rewarding. The concentration of summary data on the basic card can also be rewarding and an aid to future judgments.

The new language for this topic is "Data Storage and Retrieval Systems" and this, of course, includes the computer. The keeping of drawings, specifications and job records is really not part of the catalog and reference material storage thing; however, changes are on the way.

This whole problem is being automated (and made more costly) by the use of microfilm and the reader-printer hardware that goes with it. The IDAC System is available which is a service providing catalog data files and building type programs on microfiche. You would have to have your papers sent out for recording on film to put them into the system. Since we are limited to the SOP in this discussion, the justification of this system change from simple filing is not presented here. The time may come when it is economical, or even mandatory.

The maintenance and storage of data as referred to above is becoming a very large part of the architect's problem of office operation and sophisticated systems being what they are and costing what they do, it is possible that in this case and the one below, a pool of services for more than one architect would represent a real savings and a real improvement in quality of material maintained. Collecting data in cooperation with other architects could be a very important improvement in common practice as we know it. The development of the data files and reference center might well be

a feature that would be attractive to contractors and subcontractors in the community, since the keeping of source material is such an important element of both the design and construction practice.

IN COLLECTING SOURCE INFORMATION FOR PRODUCTS:

The SOP has a special problem in that the manufacturers can't afford any longer to flood you with traveling representatives. In collecting source information for products you have to go after your own data on the things you specify. Catalogs get out of date. Another problem is volume and pricing. Since it is likely that some of your work will not be large enough to get large volume sales consideration you can get caught with the highest prices. The suppliers, subs and distributors nearest your market are a good starting point. What do they want to sell? You can't afford to be the only salesman for a product. (The Dodge Construction pricing manual has average costs and labor cost — nonspecific.) Someone has to want it sold for normal motivations. Questioning representatives and home office people about prices gets to be a tightrope act. The volume price breaks are important and also variations in what the factory does to get the goods to your job. From the producer of custom terra cotta trim who puts it on a straw-covered truck and drives it to your job site, to the air conditioning equipment maker who has a 650 dollar setup charge to make, one or 100 cataloged items made only on order is a big spread in policies and you need to know in every case. This condition has produced the new construction management system under which each part of the work (subs) and their selection of brands, etc., is subjected to the three questions comparison test covering quality, cost, and time of completion. This makes a tight specification a thing of the past and puts the SOP right in position to deliver good service. It affects detailing since some products don't just plug into the space of others but require special considerations. It creates a condition under which parts of the working papers are being worked on all during the construction period.

EQUIPMENT AND DEVICES:

From the most rudimentary board, T-square and triangle to the most completely mechanized drafting devices, is a big spread and the key to the choice is attitude. Most SOP architects communicate with their staff or clients through drawings they make. The use of professional draftsmen as compared with architect produced drafting makes a difference. The method of evaluating drawings production is complex.

- (1) If the highest paid man in the place has to make drawings, then anything toward making the process more efficient will pay off in time saved and results gained. A look at the place of work of a dentist will indicate about the ultimate extension of this principle which we might emulate.
- (2) If all principals in a firm make sketchy notations on drawings carried out always by draftsmen, then the expenditure on equipment must be justified on cost to produce the end product.
- (3) The Kodak publications on photo-aided drafting have been explored and the bottleneck is the expensive equipment. The SOP would have to find a service he could use by the sheet. These large cameras are limited to major cities and unless a group of architects organized a central supply for the service it is not for the isolated SOP. Shipping work to the city is all there is left.
- (4) Use of Standards is the most potent aid for the SOP. Collecting typical details, systems, diagrams and the like can make a big savings in production cost. Here again the microfilm reader-printer can be a help.

- (5) General list of drafting equipment available:
 - a. Adjustable (rising, lowering and tilting) mechanized tables
 - b. Traveling straight edges
 - c. Drafting machines
 - d. New development in glareless high intensity lights
 - e. Implement racks or caddies (developed originally for the artists)
 - f. Erasing machines
 - g. Drafting film, new inks and pens, and fine lead mechanical pencils have made the dirty, time-consuming, pencil pointer obsolete.
- (6) Office Machines:
 - Electric calculators
 - Auto typers
 - Computer terminals (rental \$100 a month, plus wire service \$65)
 - Copying machines and printers that can produce second originals

A note here on things we have not:

The SOP specifications reproduction is conceivably the most uneconomical of printing tasks. A document with 75 to 100 pages reproduced and bound in 20 copies or less is expensive. A relief for some small work is the use of typed material on tracing paper strips, taped together in large sheets the size of the drawings. It can be a fully reimbursible cost and extra copies come easy. Here standard material could be assembled and put on sheets by the Kodak method. The absolutely cheapest method is the old ditto master and run by hand crank. It also looks cheapest and some client groups will not permit it.

THE OFFICE OR WORK ENVIRONMENT:

The ideal would be compatible, well-motivated people in a stimulating and complementary environment. Some rudimentary questions to ask will clue you to your needs:

What do workers see when they look up from work?
Are sound levels in the office high?
Is glare present?
Is illumination at the level to make maximum and rapid recognition of material on surface?
Is the workday made up of large, unbroken chunks of time, or is it decimated into 15-minute stop and start sessions?
Is everyone able to work at his own pace and intensity without impinging on others?

Since the time of the small staff of the SOP is his only exploitable resource, great care needs to be exercised in making it count.

How many clients entered your office in the last year? How many did you see at their place?
Do the people who work there think of it as a swell place to spend time?
How many persons have to know where your office is and ever see it? When they see or experience it, will they think of it as an aid to the results they will get from you, or as a burden to you?

The answers to these self-questionings will, of course, relate to the practice. It will be hard to determine whether the office type and expression resulted from the practice or the reverse. The "Peter Principle and Parkinson's Law" combine to indicate that the perfectly planned and organized office is ready to collapse. Growth makes change and change defeats planning as well as organization charts. Another and more basic ethnic expression is "Jes time you git all fix up — den you die". Not all growth concerns size change, but it certainly concerns attitude change.

Many successful firms operate in characterless loft space and do quite well. The other extreme is the masterpiece of showmanship developed by some fine firms as a demonstration of their prowess. Office space in a good office building can be had at from 5 to 7 dollars a foot per year with utilities furnished. The location, the building tells the public something about stability. Our figure of the tent under the shady tree is an expression of an extreme, but an all too evident example of the temporariness of some offices on the way into practice. We have searched for a yardstick but found none to judge the amount you should spend on space needs. Rent and utilities, Item 9 of the list of indirect costs, can run as low as 10 per cent of the indirect package and reasonably as high as 30 per cent. Once established, the office cost is quite inflexible. As stated above, many practitioners go to the client, and their own work space has greater value for its contribution to the workers. A dentist replied to my question about the way his patients would react to the garden views from the operatories, "I want to enjoy spending the day there and if I cheerful the patients will feel better."

THE SOURCE OF WORK:

The source of work is a good topic for evaluation. Older SOP firms indicate that repeat business is the bulk of it and right behind that in quantity comes the recommendation of previous clients. "Project generators" are not always the client, but they are the important ingredient. Some generators find the need for a building and develop the financing or turn to a developer. Some, however, merely find a space that almost meets the need and requires some modification to make it do. In some cases this is the indirect client or tenant. Some project generators are strictly tenants and the landlord is the client. This frequently adds to the sensitivity of the situation when the architect represents the landlord. Another important project generator springs from the vast array of entrepreneurial, financial opportunities which draw the eager promoters to the architect.

Sometimes the architect seeks the sponsor to carry what he knows to be the opportunity if properly handled. The expertise is well managed by some firms. The possibility for a new type consultant for the architect is right here.

NEW FORMS OF PRACTICE:

From this grows another opportunity — that of the architect to become part of the development team, not merely a professional adviser. As professional adviser to the commercial, non-federal development, the architect has need for caution to keep his natural motivation to make the building serve best the ultimate user or occupant from conflict with the quick gain motivation of the developer. This same torment rides with the architect in the development posture.

Some outstanding examples exist of architectural participation in these operations as entrepreneur and builder. High style, high budget projects are viewed by developers as blunders. Not all architects can wear the client suit with grace. Marketing architectural services has been the topic of a piece by Bradford Perkins in the Architectural Record April, 1972.

LEGAL:

Good lawyers won't resent the use of AIA documents. They will realize these have been wrapped around established, and often reasonable, trade and industry habits and customs to which we are all trained to conform. New rules require training. Tremendous insight is required to see all the import of apparently slight changes in the mass of custom. When the situation or a client demands change in the AIA documents don't play lawyer; get help or refer the whole thing. We just don't have time to retrain a whole construction work force to suit each owner's attorney that appears on the scene. We have to take the work force as it is and encourage and inspire it to perform above its natural level. Playing games with it can get you mashed. All states have some laws that affect these documents. Florida has an Arbitration Law that some lawyers think is more facile than the one referred to. If the SOP incorporates he will want to stay close to his attorney. The trick is to know when. Any "screwy deal" should be referred to a lawyer, carefully selected for type of practice — not golf scores. Lawyers do develop special areas of interest.

PUBLIC RELATIONS:

Public Relations for the firm grows readily out of this topic and needs broad consideration. The AIA convention in 1964 offered seminars of this subject. Three divergent presentations were made which can be capsulized as follows:

- (1) Talk architecture with enthusiasm to any group available from a Sunday School class to a convention of client types.
- (2) Develop a deep and abiding interest in the problems and operations of a client type and become conversant with every manager in the field selected.
- (3) Develop with visual aids an overwhelming demonstration program showing how well fitted you are to do your work and how detailed and thoroughly you carry out each detail and then show this off to prospects far and wide.

In recent years, this has been elaborated into a big pitch when boards of directors and public bodies need to go through the motions of selecting a firm for a project under their jurisdiction. The display and marketing costs are high in this method. One question is posed. Can the SOP afford to invest this much (for form 3) in a specific presentation when the cost must surely come out of either the job production when obtained or other clients' work when failure to acquire takes place. Only in vast projects can such expenditures be absorbed without loss to the client's work and even then it is debatable. A reused presentation can be an investment.

PUBLIC SERVICE:

Another form of Public Relations is exposure in the community. Not all are equipped for this. Some advocate the architect taking part in fund drives and other local causes to prove he is human. Another approach is to accept only those volunteer activities which could use the special viewpoint of the architect. If a shoe store manager can do it as well, don't take it. Some advocate the architect join all country clubs and spread himself around. Others advocate only participation that will read as sincere and interested and fitting. Exposure through the media is sought by some. The professionals in media are quick to spot the phony and are skilled in letting him come through in his true light. Don't fight them. Speak from knowledge and commitment and identify opinions as such, granting tacitly that there may be others. The best rule here is the group exposure where several persons question and one answers. The architect can play either role with little strain. Longer time or greater space exposure is safer than compressed bits.

Serving on boards and commissions of public nature is good for the profession but may not be fully good for the professional involved. No one ever served without making enemies or malcontents. The acceptance by the community must be weighed against the odds. Taking pot shots at one of our own serving in this capacity is a real no - no.

KEEPING UP:

Keeping up with the developments in business, construction, the profession is a serious process. The book, "Future Shock" by Alvin Toffler, surfaces some problems in this area. A rapid run-through will serve to clue you to developments:

- (1) Transience — The rapid turnover of different kinds of relationships in life.
- (2) Development of project management, task force operations, short-lived work relationships, horizontal relationships replacing organizational charts and hierarchy.

- (3) Self-renewal — Cleaning the attic.
- (4) The spreading need of professionalism combined with teaming of varied skills. The word multidisciplinary grew out of this real need.
- (5) Coping with rapid change.
- (6) New everything and novelty.
- (7) Multichoice with pressing need for decision.
- (8) Cultural diversity and freed time.
- (9) When learning looks backward reality is now, survival is the only future. Lifelong learning is the need and the answer.
- (10) So far as technology is concerned, no one is in charge.

The "whole" architect, trained to plan for a complex process requiring many months to produce a real physical expression in permanent material using diverse skills, is equipped to adjust to the future if anyone is.

A list of a few areas demanding the architect's attention may challenge you to evaluate your own program for staying abreast.

- (1) The development of management techniques in building making a 4-person team: client, contractor, manager, architect.
- (2) The new fast track systems of construction in which not all the decisions are made and put on the "final" plans.
- (3) Systems building already threatened by the above, yet incorporating some of its features.
- (4) The vanishing bidding contractor.
- (5) The computer programs available to construction and design analysis.
- (6) The implications on design and costs of systems choices.
- (7) The high value of time in today's world and the disruptive quality of real study.

SERVICE TO THE PROFESSION:

What contribution can you make to maintenance of the profession that was here when you arrived? Are you a planter and cultivator or only a harvester? Those who serve the AIA on the National Board give from 1/4 to 1/3 of their time to this cause, depending on how rapidly they can read and keep up with it. Someone or some organization has to be able to afford this much contribution. Down at the regional and chapter level participation for effective contribution diminishes. Spreading the load makes it lighter for all and gets more done. No one has ever established the value or rewards in this to the individual. Many who get the greatest sense of completeness from their daily tasks are unmotivated to this work. It is apparent that some who feel some personal lack do gain considerable reassurance from the organization work. Someone has said that at least part of our opinion of ourselves is made up of the opinion others have of us. The conviction that something needs doing, and that you can be the one to do it, is our great and abiding organizational need. No SOP should consider himself complete without some contribution regularly made. Few can afford the great sacrifice of 1/3 of his time if he really needs to practice to meet the expenses.

SATISFACTION FROM PRACTICE:

The question of satisfaction or sense of accomplishment from practice is a deeply philosophical area, but something needs saying. We are primarily motivated by our needs to develop and actualize our fullest potentialities and capacities, if we are at all healthy. The question of satisfaction may be taken care of merely by variety and avoidance of boredom. Many SOP firms develop a completely mindless acceptance of whatever comes in. The number of firms in the SOP class who have positive programs to shepherd into the office particular types of projects in which they wish to specialize are rare indeed. Between these two extremes live the most of us. Those who develop a following in a special field are not the problem whether they are trying to break into other areas or not. On occasion it would be prudent to seek help from another architect with considerable experience of a kind rather than learn all the pitfalls doing your first job of that sort. It is most

important that each SOP review his experience and determine his strength and his blank spots. Following this should come a process of self-revealing in the practice area and some understandings developed for cooperative or support systems of practice. The so-called joint venture sounds costly, confusing and fraught with traps. The sound of consultation and aid rings better. The idea of consultation can be as simple as a telephone call, or as complicated as a series of conferences and concentrated working together. By joint venture is not indicated that the client would change architects or become involved with two architects. One architect may retain the status with the client and the other architect might be his support facilities for parts or sections of the work. This can be negotiated and if it is to be carried out practically there is a very strong need for some definite standards of the relationship between the practitioners and the kind of fees and fee charges that will be involved. If the practitioners are maintaining a complete system of records and know what each item of service costs to produce, then a means of reimbursement will be readily worked out for returning to either architect the proper fee for cooperating with the other. The reader is referred to the Architect's Handbook of Professional Practice, Chapter 9, published by The American Institute of Architects, which contains considerable discussion of the various types of owner-architect agreements and applies to this portion of the subject.

VARIATIONS OF PRACTICE:

Variations of practice are extensive. If you read the schedule of payments in Article 6 and add the subject of front end services or talking paper, you will find 6 stages of service. Many firms never do all of these steps for any project and some confine their service to two of the stages on most of their work. Services generally group into the following as to fees:

- (1) The full scope and percentage fee.
- (2) Unit pricing (per room or per apartment) on multiple unit work.
- (3) Square foot appraisal (fee per square foot of rental area).
- (4) Lump sum fee for stipulated services and extent of project.
- (5) Reimbursible cost and time multiple charge.

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Some generalizations can be offered on Items (2) and (3). You had better not take one of these at the going market price in the industry involved unless you did one last week or are prepared to pay for a college course in learning the business. Item (4) calls for considerable insight and experience in the establishing of the cost of production of the services. Item (5) is perhaps best for learning the ropes and guarantees solvency.

ENGINEER CONSULTANTS:

This is such a large subject it is worth a complete study. Here is included only the slightest warning. It is not possible for a Second Lieutenant to coordinate the actions of two Generals with separate armies. When consulting firms get quite large and develop high paid, strong-minded, or even willful head men, the SOP will encounter problems in coordinating, controlling, or even compromising systems, quality and type to keep within the budget, unless he can get one of the Indians in the engineer staffs to work at his level. Your project may end up with the absolutely finest systems that can be designed and with the absolutely greatest cost that hog the budget to the point of destruction of the feasibility of the project. The purist who is remote from job level considerations is scarey also. The very standard mass-produced solution which strips away the need for almost scientific level job supervision and layout efforts may turn out to save job time and money without any deleterious effect on usefulness, building-life and ownership costs.

STRUCTURE:

The SOP office as we have defined it would not support much executive activity. Like a squad, everybody knows what all the others are about most all the time. This may be the source of the limitations, but it is also the source of its great strength and efficiency. Each party needs to know at once what to do in all cases and to get on with it. Communication gets basic and almost intuitive. A knowledge of the semantic difference between communication by words and drawings is important. A drawing is an abstraction of reality much closer to the scientific truth than any possible word structure and admits of less interpretation. The drawing is the firmer communication. No one in a squad is ever far from the possible use of all the tools of the unit and so in the SOP office. Passing with facility from one role to another is required. Those who can't hit the dirt won't survive. The enthusiasm of the squad leader can rub off on the others and cause them to perform above their own standards. The leader who behaves like a commanding officer may cease to lead. It is doubtful that the SOP will train leadership in administrative operations since the ability to judge the performance of others comes from selecting persons to go out and work away from the group and observing the results obtained.

Keeping the roles fluid and open, moving from person to person, may be the generative force that has made SOP offices the best training ground for new architects. Any attempt to still this flow tends to stop the growth of all the staff. The failure to communicate upward in hierarchical situations has been noted and the horizontal communication in the task force is its greatest source of power.

Attempts to depersonalize the architect's contact and work with the construction phase people has been going on for some time but it appears to be counter to the current move toward team systems in construction.

It is frequently stated that the architect working on home ground, within his turf so to speak, could write his specifications on the back of an envelope if he could select the sub-contractors. The desire of subs and trades to please or win acceptance by the architect is in evidence daily. Depersonalizing this relationship is not necessary or desirable within good ethical limitations. Professional arm's length respect can be maintained within the direct contact. The surest destructive force is the professional inspector who has to prove he is working by finding fault, voicing criticism and putting people down. The best inspector encourages all to work for the best results with the end product and who can do this better than the architect whose reward and standing are based on positive goals? Another by-product of the job relationship is learning about limitations within trade skills, product shortcomings, undesirable operators and, in general, where lies good intentions and no intentions, and where resides ineptitudes in the office as well as in the job force. Some men are mistake-factories and must be planned around if they persist in the work force.

A definite drive to reduce volume of communicative detail is a constant need. Recall that no process is done on a job that is not already an established skill with someone. We just can't economically create new skills on a job with drawings and specifications.

An outstanding example of the contrary was Richard Neutras's practice in the 30's when he used wealthy Hollywood clientele to develop, at great cost and for prestige reasons, what we now accept as prefab windows, sliding glass doors, and panelized steel construction. Who can afford this and who has the trade to stand it? There are few Wrights and Rudolphs with clients unconscious of budgets, or who can count the architect's presence as such a valuable factor in his advertising program that he need not make the result prove out on a standard feasibility analysis.

One of our members in the original SOP study strongly hinted at a future in which large offices would appear as managed collections of small offices with all the freedom of task force methods. Others dreamed of small offices banding together to employ consultants and to set up service organizations for their betterment.

BIBLIOGRAPHY

The following bibliography of books and magazine articles indicates the breadth of material available on these topics. It is not claimed that all of the committee read all of this material. It is probable that most all of it was read by someone among us. This report is not a research of this material but is the views and comments of the committee. The researcher will find conflicting views among these writers or at least variance in points of reference and emphasis:

BOOKS

Anderson, Arthur, Financial Management for Architectural Firms, The American Institute of Architects, Washington, D.C., 1970; \$9.60

Glossary of Construction Industry Terms, The American Institute of Architects, Washington, D.C., 1970; \$1.00

Architect's Handbook of Professional Practice, The American Institute of Architects, Washington, D.C., 1971; \$14.50

A loose-leaf binder with 21 chapters describing in detail every relationship normal to architectural practice. It includes the AIA standard documents of the owner-contractor A — Series, owner-architect B — Series, architect-consultant C — Series, and architect-industry D — Series, as well as such helpful chapters as Insurance and Bonds of Suretyship, Construction Cost Analysis and Legal Concerns. A valuable tool for any architectural office.

Uniform Systems for Construction Specification, Data Filing and Cost Accounting, Council of Mechanical Specialty Contracting Industries, Inc., The Construction Specification Institute, Inc., Associated General Contractors of America, Inc., and The American Institute of Architects, Washington, D.C., 1966; \$5.00

A joint effort to coordinate specifications with a filing system of preclassified product literature and identification symbols along with contractor's cost accounting.

Case and Company, Inc., The Economics of Architectural Practice, The American Institute of Architects, Washington, D.C. 1968; \$4.80

This publication is filled with details about the costs of performing competent architectural services in today's ever tightening profit squeeze. The material, given in easy to understand graphs and charts of every aspect of architectural service by offices of all sizes, illustrates the need for better management of practices. The publication shows how mismanagement, coupled with increasing demands of the architect's time and professional skills, many times guarantees financial losses, diminishing public, professional and self-respect.

Case and Company, Inc., Profit Planning in Architectural Practice, The American Institute of Architects, Washington, D.C., 1968; \$4.00

This publication describes the technique which the architect can use in reaching sound decision regarding the adequacy of his proposed compensation. Using the data in The Economics of Architectural Practice, it begins with the elementary concept of profit planning and continues with specific examples applied to an architectural firm. Although the book is intended for practitioners not conversant with profit planning and control procedures, its content is organized and presented in such a way that it is applicable to architectural firms of all sizes and all levels of sophistication.

Case and Company, Inc., Methods of Compensation for Architectural Services, The American Institute of Architects, Washington, D.C., 1969; \$6.40

Using the useful costs and income data from The Economics of Architectural Practice, and the planning techniques for adequacy of proposed compensation described in Profit Planning in Architectural Practice, this manual reviews and updates the compensation methods used by many architects to price their services and describes some unusual methods. The common methods are given guidelines for selecting the method best suited for the variables in commission. Numerous examples and exhibits are included and the ideas given are applicable to all size firms, whether very small or large.

McCue, Gerald M., Ewald, William R., Jr., and the Midwest Research Institute, Creating the Human Environment, a report of the American Institute of Architects, University of Illinois Press, Urbana, 1970; \$4.95 (Soft cover).

The book predicts the future of society as a whole and the building industry in particular. Its evaluations and proposals are divided into three parts: Part I - the social influences upon the future of physical environment; Part II - an examination of the effects of technical improvements in building materials and technological innovations in the management of the building industry; and Part III - by Mr. McCue, Chairman of AIA Committee on the Future of the Profession, the imperative changes in the professional societies, educational institutions, and the individual professional to enable architecture to play a leading role in creating the human environment. A great tool for the practitioner's long-range planning.

Wheeler, C. Herbert, Jr., Emerging Techniques of Architectural Practice, The American Institute of Architects, Washington, D.C., 1966; \$4.00

The book describes emerging techniques and technologies being employed in architectural practice in increased efficiency of practice and permit improved quality of architectural services. The study is in four areas: Management of the Single Project, Production Management, Management of Practice and Business Management.

Evans, Benjamin H. and Wheeler, C. Herbert, Jr., Emerging Techniques 2, Architectural Programming, The American Institute of Architects, Washington, D.C., 1967-68; \$4.00

This study gives four general parts of the programming process: Client Philosophy and Objectives — Establish the clients' goals, attitudes, aspirations and characteristics; Functional Relationship between administration, departments, services, equipment, process, community, public, etc.; Facility Space Requirements — development of requirements based on activity programs, equipment needs, traffic movement and personnel projections; and Client Background and Research — studies to determine community characteristics, economic base, industrial base, labor market, population distribution, and growth projections.

Hunt, William Dudley, Jr., Editor, Comprehensive Architectural Services — General Principles and Practice, The American Institute of Architects, McGraw-Hill Book Company, New York, 1966; \$8.00

This book introduces the expanding requirements that have led to concept of comprehensive architectural services and to the legal, ethical, educational and other problems involved. It shows architects how to market their services to today's and tomorrow's clients and how to perform these services in a manner that meets the requirements of both clients and the general public. The book discusses the architectural services that preced architectural design, such as feasibility, analysis of finance, real estate, etc.

Foxhall, William B., Professional Construction Management and Project Administration, published jointly by the American Institute of Architects and Architectural Record, New York, 1972; \$15.00

This book describes the professional approach to management of the whole building process starting with the decisions to build and to what purpose, scope and size; the design of the building, and the delivery (construction) of the building. It sets up the new ground rules for common sense, the organization for professional construction management and how it fits the essential series of events that comprise the anatomy of projects. In chapter 5 — Clients: Public and private examples are given showing some of the ways in which to approach the corporation, the school board, the hospital board, the public bureau, etc., to sustain the one-to-one architect-client relationship. Suggested contracts and proposals are given for establishing the relationship and computer uses for providing quality to management. Its last chapter describes participating options of small professional firms.

Toffler, Alvin, Future Shock, Random House, Inc., New York, 1970; also paperback Bantam Books, New York, 1971; \$1.95

A must book for all people who, as architects must look to the future during the evolving dynamic civilization. The book is about what happens to people when they are overwhelmed by change — drastic change, formerly the result of centuries of evolution, but now compressed into a time-frame of a single lifetime. It is about the way in which people adapt, or fail to adapt, to the roaring current of change. The book is organized into six parts: (1) the death of permanence, (2) transience, (3) novelty, (4) diversity, (5) the limits of adaptability and (6) strategies for survival.

Coxe, Weld, Marketing Architectural and Engineering Services, Van Nostrand Reinhold Company, New York, 1971; about \$10.00

This book attempts to lift the veil of mystery surrounding the promotion and new business development practices of architects and similar professionals. The author was Director of Business Development and Communications for Vincent G. Kling and Associates and is thoroughly experienced in the hang-ups that design professionals suffer when trying to develop new clients. The book has three sections. The first section discusses the rules of the game, the principles and ethics of professionals; the second section defines the business development process; and the third section explains the tools frequently used in support of marketing effort.

MAGAZINE ARTICLES.

- "Changes for the Good," C. Herbert Wheeler, Jr., AIA, CS May '72
- "Planning for Growth: Managing Change," Office Management
- "Developments and Trends in Construction and Management," Gerald McKee, Jr., CS May '72
- "Amid Controversy, Construction Management Blossoms," Building Design & Construction, February, 1972
- "Office Machines That Do More Than Type", James Swackhamer, AIA, AIA Journal, January/70
- "Construction Liability," Stephan D'Amico, CSI, CS June '70
- "Organization for Professional Practice," Bradford Perkins, Vice Pres., O'Dorsey Hurst & Co., Inc., a division of McKee-Berger-Mansueto, Inc.
- "Marketing Architectural Services," Bradford Perkins, Vice Pres., O'Dorsey Hurst & Co., Inc., a division of McKee-Berger-Mansueto, Inc.
- "Financial Management of the Professional Firm," Bradford Perkins, Vice Pres., O'Dorsey Hurst & Co., Inc., a division of McKee-Berger-Mansueto, Inc.
- "Basic Real Estate Financing," Paul B. Farrell, Jr., AIA Journal 4/72
- "Economics," Ned H. Abrams, AIA, AIA Journal 12/71
- "The ABC and Why of Development Building," C.W. Griffin, Jr., AIA Journal 4/72
- "The Domain and Practice of CPM," Prof. Byron M. Radcliffe, PE, Specifier 9/68
- "Technology," James Baker, Forum 4/72
- "Materials Evaluation," Robert E. Vansant, CSI, Specifier 3/69
- "Short Cuts for Specifications Writing," Warren C. Wachs, CSI, Specifier 3/69
- "The Small Office Practitioner," H. Samuel Kruse, FAIA, FA/16
- "Is Architecture Unfair to Architects," Progressive Architecture 6/72

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Merit Award

*Lemon Tree Village Condominium
Charles Harrison Pawley, Architect*

PHOTO: WRAY STUDIO



JURY COMMENTS

"This well-designed condominium-duplex development was singled out for its adaption to the site and preservation of the natural environment. The spaces between the buildings come off very nicely and this project of high density offers privacy, intimacy and warmth."

The ten-duplex buildings, joined by covered parking spaces for each unit, are placed in a random pattern among the more than thirty large oak and banyan trees. Economy was achieved by the use of basically-alike units, but an unlimited variety of visual effects and living qualities are created by varying the size and shape of the walled garden-patios, by the interplay of shade and shadow on the undulating surfaces, and by the additional interest imposed by the many huge trees set in garden spaces that are created by random spacing of the units.

FEATURED IN "THE FLORIDA ARCHITECT", MAY/JUNE 1972

ENGINEERS: McGlinchy and Pundt
CONTRACTOR: Polizzi Construction Co.
INTERIORS: Dennis Jenkins
LANDSCAPE ARCHITECT: Jim Tally

Honorable Mention

*Broward Community College, North Campus
Abraben, John, Perkins & Will, Architects, Inc.*



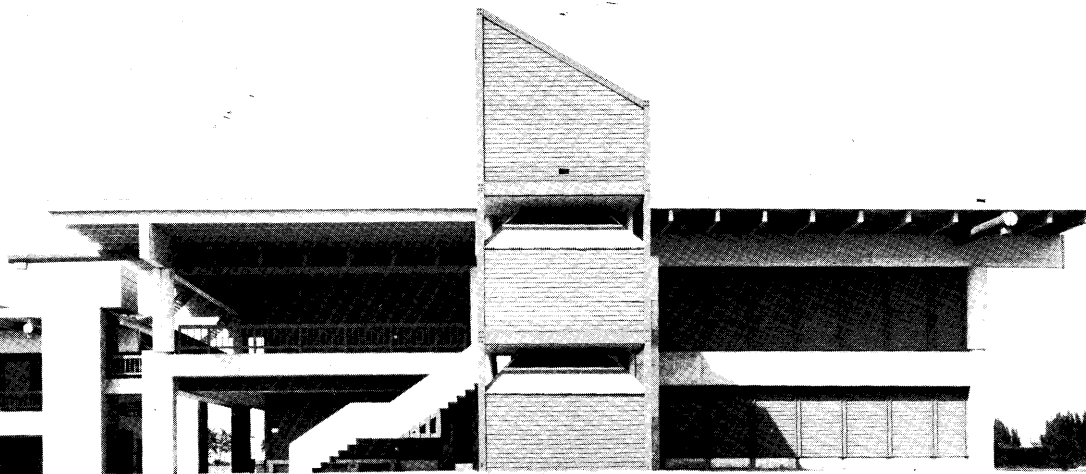
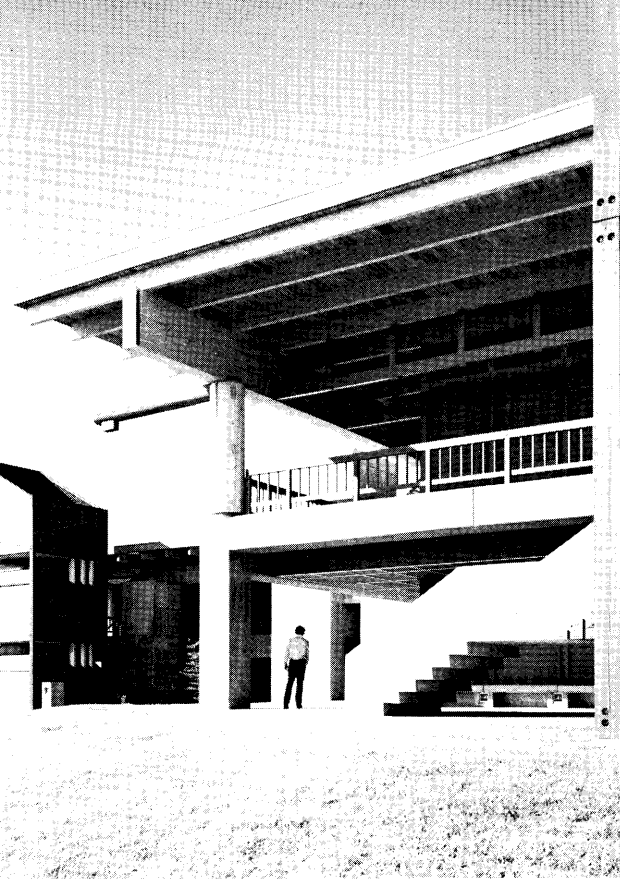
JURY COMMENTS

"The Committee describes this building as zestful confusion - distinctly with an ingenious structural solution."

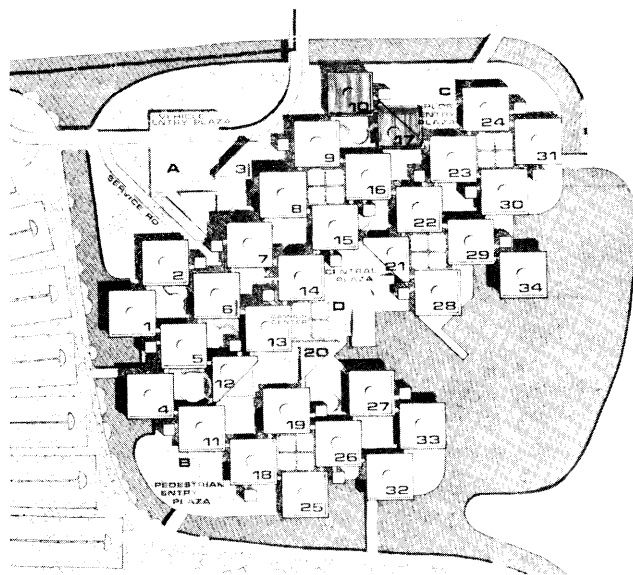
OWNER: Board of Trustees, Broward Community College
ENGINEER: P & W Engineers, Inc., Chicago
CONTRACTOR: Frank J. Rooney, Inc.

Within the framework of a traditional academic program, the following criteria were stated and became the formative elements of the design solution:

1. **FLEXIBILITY OF USE.** Since the full academic program was not defined and would in any case be subject to change, blocks of space subject to flexible use must be provided. Also because of a large night program, partial use of the campus would be desirable.
2. **FELXIBILITY OF CONSTRUCTION.** Space must be furnished in blocks small enough to respond to incremental funding by the state which is based on student enrollment. Spaces must also be of such size and character as to be constructed quickly.
3. **RESPONSE TO CLIMATE.** Special emphasis was placed on the need for covered or enclosed passage between enclosed spaces due to heavy wind-driven rains during hurricane season.
4. **CHARACTER.** It was desired to maintain an intimate scale and avoid the institutional look of their present central campus.
5. **PARKING.** There is no public transportation in the area so this commuter campus is served by the automobile only. A large part of the site consideration was to provide parking for 4,000 cars.



PHOTOS: BILL HEDRICH HEDRICH-BLESSING



Honorable Mention

*Isabella Ambrosey Berczeli Residence
Bouterse Borrelli Albaisa Architects*

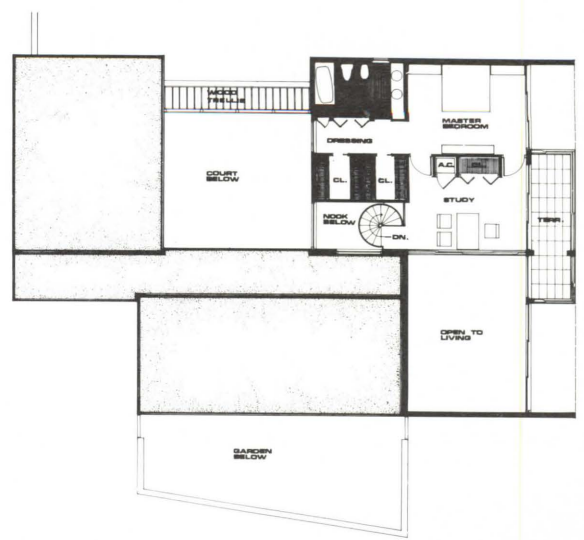
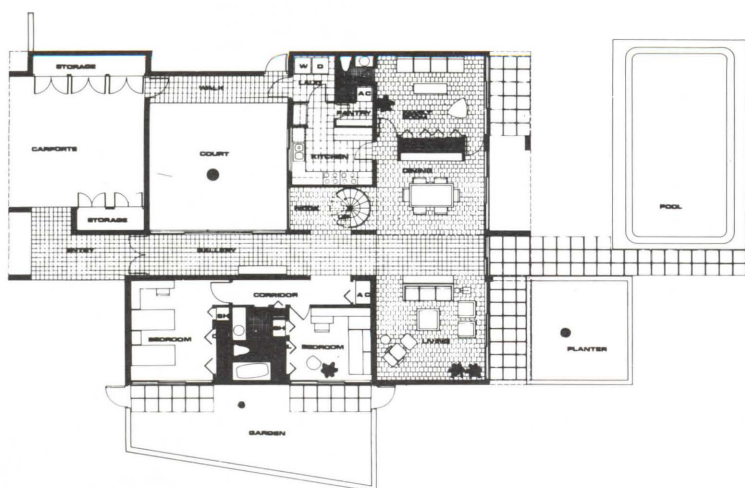


JURY COMMENTS

"Another crisp well-arranged and detailed residence respecting a very beautiful oak tree. The materials, textures, colors and, particularly, the interior furnishings and art work are outstanding."

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TO: Mr. J.H. Wilner
New Buildings, Inc.,
Chicago, Illinois

DATE:

REFERENCE:
15 Story Office Bldg.
Chicago, Illinois

ARCHITECT: Bob Davis
ENGINEERS: John Taylor

SYSTEMS	Glass and Glazing Alternatives		Cost Comparisons Cost Comparison Alternate "B" with Alternate "A"
	"A" 1/4-inch Clear Plate/Float With Indoor Shading	"B" 1-inch SOLARBAN 550-20 (2) TWINDOW With Indoor Shading	
GLASS (40,000 sq. ft.)	\$ 84,000	\$ 220,000	\$ 136,000 INCREASE OF INITIAL GLASS COST.
INDOOR SHADING DEVICE	50,000	50,000	
MECHANICAL HEATING SYSTEM	133,260	114,540	
MECHANICAL COOLING SYSTEM	863,670	732,920	
TOTAL MECHANICAL	996,930	847,460	\$ 149,470 SAVINGS OF INITIAL HEATING AND COOLING EQUIPMENT.
ANNUAL HEATING OPERATION	12,410	10,950	
ANNUAL COOLING OPERATION	16,510	14,960	
TOTAL MECHANICAL OPERATION	28,920	25,910	\$ 3,010 PER ANNUM SAVINGS OF OPERATING COSTS.
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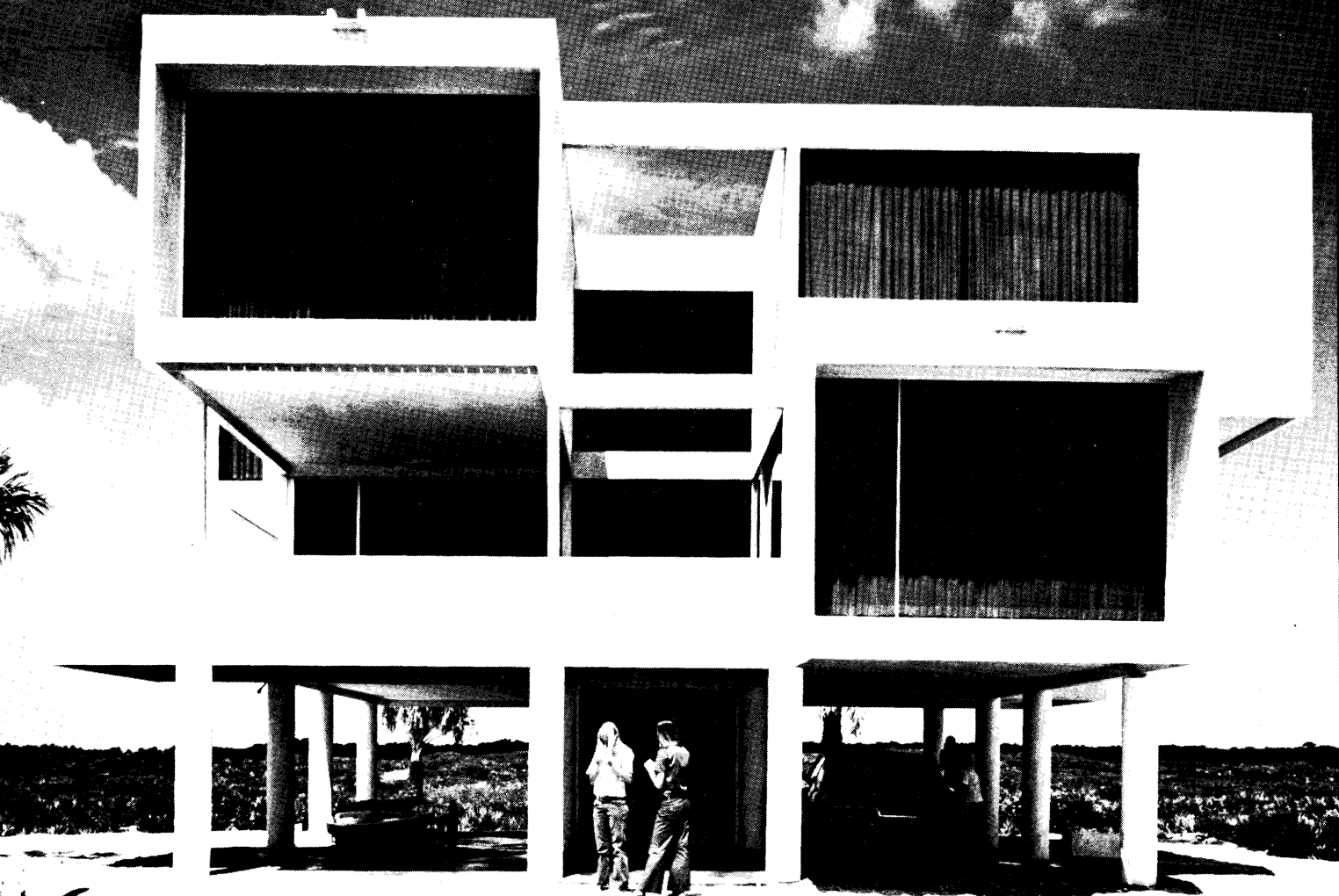
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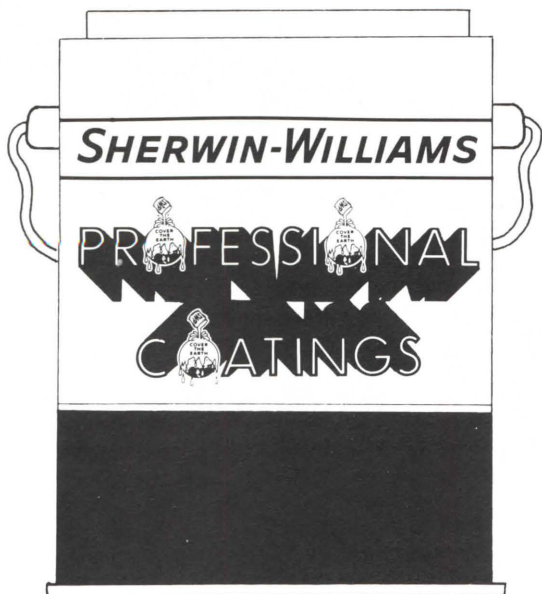
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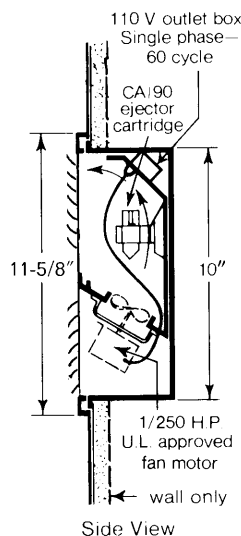
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Architectural Education at Miami Dade Junior College

By Doreen Stiles
Coordinator of Architectural Design Research Laboratory
Department of Architecture
Miami Dade Jr. College, South Campus
Ching-Ning Lo, Advisor
Graphic Layout: Pedro P. Landaras

Miami-Dade Junior College has offered programs in Architecture and allied fields since 1963. These programs have been successful because of the adherence to four basic and realistic objectives:

- (1) Exploration of the imagination
- (2) Development of awareness through visual study
- (3) Creation of environment conducive to experimentation with tools and materials
- (4) Design solution of problems involving sequential systems

To assist in achieving these objectives, at the South Campus, Assistant Professor Ching-Ning Lo has developed two basic devices:

- (1) Student Learning Gallery is a display of student work, so arranged as to create an atmosphere synonymous to that of a professional environment. Comments and constructive criticism both original and informal, lead to new insights and innovative ideas for faculty and students.
- (2) The Architectural Design Research Laboratory is utilized for further advanced research projects. Four projects from this laboratory are now completed on South Campus. A WEATHER INSTRUMENT SHELTER, described in other pages, shows an intriguing experimental project in fulfillment of educational purpose as well as functional need. The other three projects named "LOVE, PEACE, AND TRANQUILITY" were colourfully constructed to full size mock-up in order to learn the basic criteria of SCALE, SPACE, AND STRUCTURE. All of these constructive work done by students were kept by the College as a part of environmental elements.

THE PRE-PROFESSIONAL

The Junior College curricula include Pre-Professional and Technical Career Programs.

THE PRE-PROFESSIONAL

The Pre-Professional programs lead to an Associate in Arts degree, and are designed to prepare students for transfer into the third year of four-or-five-year institutions. The efforts of advisory committees and professional groups have been particularly helpful in facilitating effective co-ordination with Florida colleges and universities.

Four such University Parallel programs are:

- (1) Pre-Architecture: satisfies the course requirements of the first two years at the University of Miami and the University of Florida.

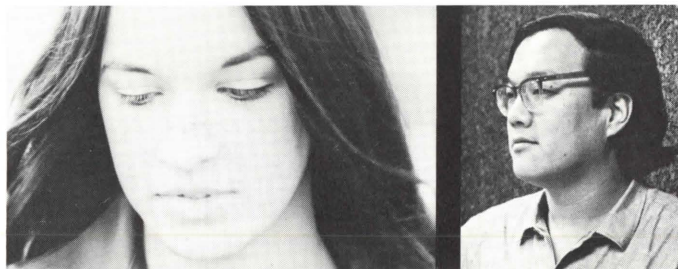
- (2) Pre-Building Construction: designed for the student primarily interested in the construction and materials aspects of building. Upon satisfactory completion of this program, the student will be able to transfer as a junior to the University of Florida.
- (3) Pre-Interior Design: meets the course requirements for the first two years of under-graduate study at the University of Florida. The Interior Design area has developed a rapport with professionals in the local interior design field, allowing the student access to additional valuable resources and materials. At this time, an interior design apprenticeship program is being created in which the qualified student will be able to work and study under the guidance of a professional, while continuing his education.
- (4) Pre-Landscape: students graduating with satisfied requirements are transferable to the University of Florida.

THE TECHNICAL PROGRAMS

Technical programs lead to an Associate in Science degree, and are offered for those who wish to complete a two-year college program, in preparation for careers requiring specialized study. These include:

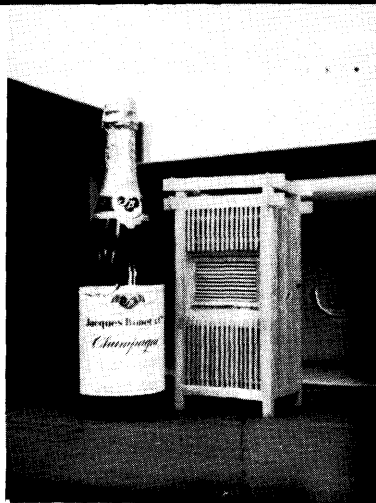
- (1) Architecture Technology
- (2) Building Construction
- (3) Landscape Development Technology
- (4) Drafting Technology
- (5) Interior Design Technology

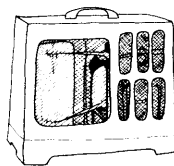
The challenge of education in the Junior College is tremendous. Miami-Dade has a particular responsibility because of its size and the wide range of programs offered here. In sharing its experience with other Junior Colleges, Miami-Dade is actively involved in helping make the Florida educational system one of the finest available anywhere.



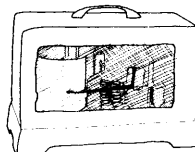
DOREEN STILES

CHING-NING LO





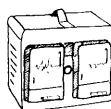
HYGROTHERMOGRAPH
MEASURES RELATIVE
HUMIDITY, AIR TEMPERATURE
SIZE: 12x11x6
WEIGHT: 9 lbs



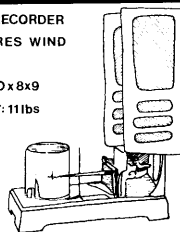
BAROGRAPH
MEASURES
PRESSURE CHANGES
SIZE: 12x6x7
WEIGHT: 10 lbs

FUNCTIONAL CRITERIA

THERMOGRAPH
MEASURES TEMPERATURE
SIZE: 12x6x7
WEIGHT: 9 lbs



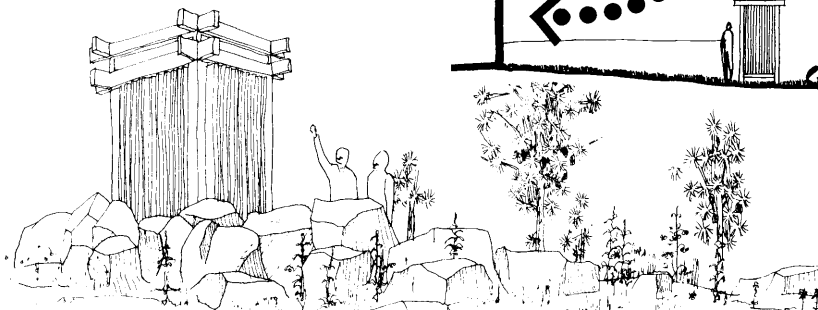
WIND RECORDER
MEASURES WIND
SPEED
SIZE: 10x8x9
WEIGHT: 11 lbs



- TO TRAIN THE NEW GENERATION OF ARCHITECTS IS NO LONGER POSSIBLE BY LOCKING THEM TO DREAM THEIR FANTASY IN THE CUBICAL IVORY TOWERS.
- TO FACE THE RESPONSIBILITY OF THIS CHANGING PROFESSION IS TO CREATE A FULLY FUNCTIONING PHYSICAL SYSTEM WHICH CONTAINS THE ENVIRONMENTAL BALANCE & EQUILIBRIUM THAT A SYSTEM DEMANDS WHETHER IT IS SMALL OR LARGE SCALE. FOR THIS REASON WE SHOULD BE & MUST BE RESPONSIBLE TO THE PHYSICAL FORM OF OUR FUTURE ENVIRONMENT AS THE FRAMEWORK FOR OUR ECOLOGY AND ARCHITECTURE.
- THE REWARD OF ACCOMPLISHMENT IS OUR PRIDE WHICH HAS BEEN TESTED FROM LONG AND PATIENT EXPERIMENTS; AS WELL AS HARD WORK OF SEARCHING THE EXCELLENCE UNTIL THE PROJECT WAS COMPLETED.

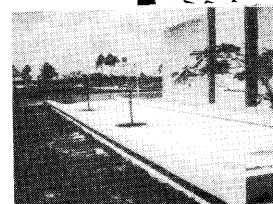
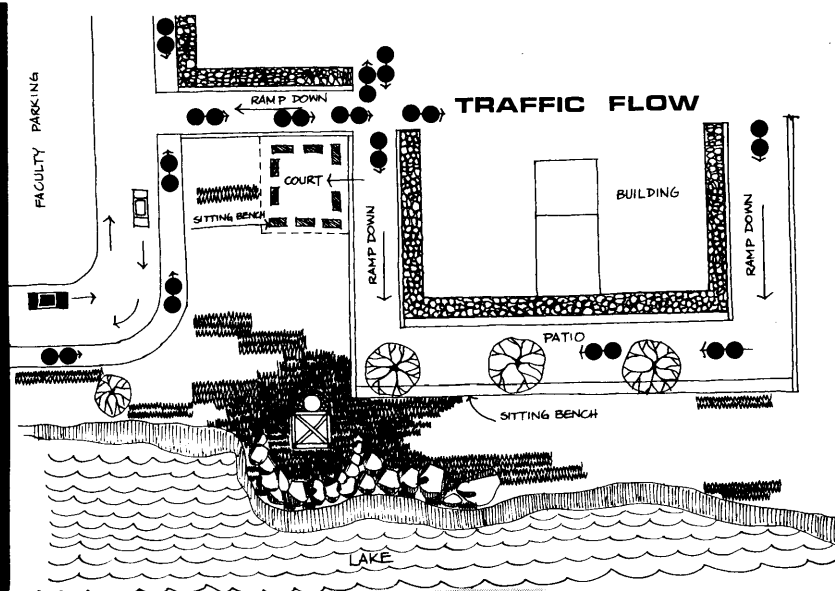
● STUDY NOTES ●

children fishing in the
lake where the site
was selected

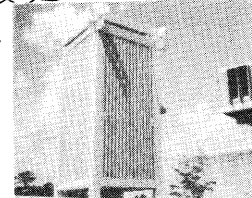


ECOLOGICAL IMPLEMENTATION

ENVIRONMENTAL RELATIONSHIP

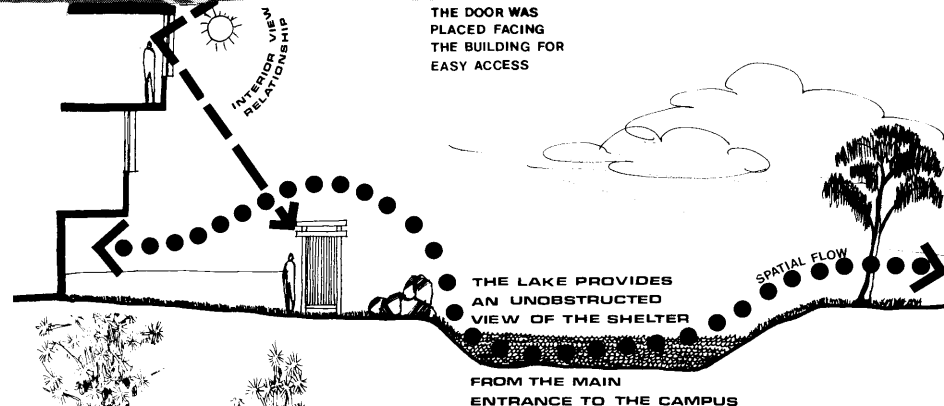


PATIO NEARBY
SHELTER IS USED BY
STUDENTS TO
EAT LUNCH, STUDY &
SKETCH



THE DOOR WAS
PLACED FACING
THE BUILDING FOR
EASY ACCESS

THE SIGNIFICANCE OF
LAND USE
IN THE PROJECT PROVIDES
NATURAL IMPLICATION
OF NEW CAMPUS
ENVIRONMENT



PLANNING & DECISION

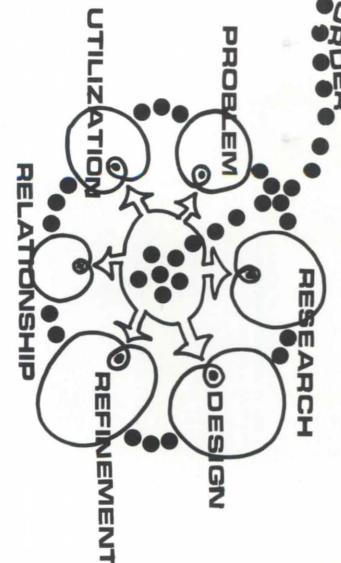
INDIVIDUAL COMPONENT

ORGANISM

IN

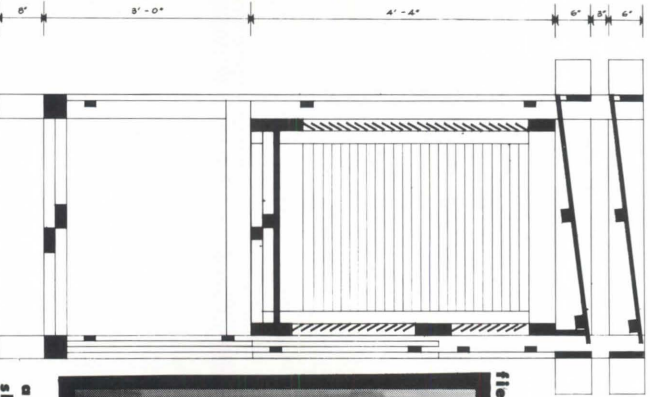
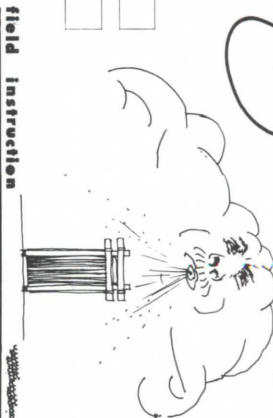
HIERARCHICAL

ORDER



A PLAYFUL DESIGN DE

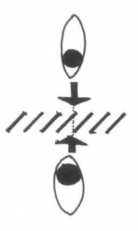
MONSTRATING HUMAN SCALE RELATIONSHIP



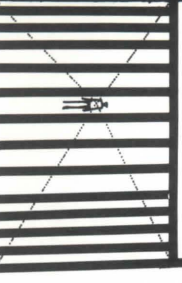
SECTION

SCALE 1" = 1'-0"

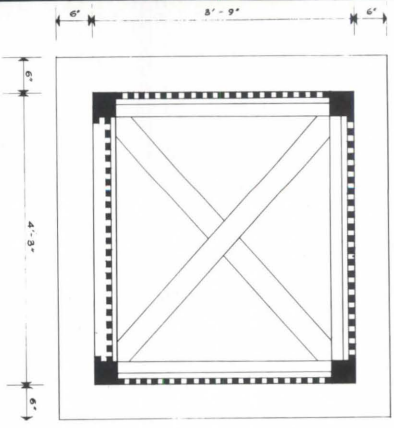
an intricate skeleton of structure was finished



VISION



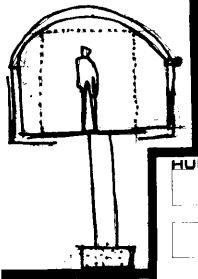
GROUND PLAN



maximum air flow had to be achieved while still keeping out the rain and protecting against the wind load forces of hurricanes

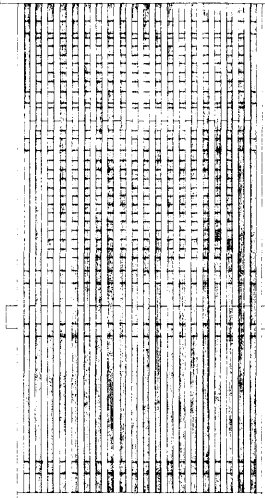
TECHNOLOGY OF CONSTRUCTION

THE SOLUTION OF DESIGN AND FINISH PRODUCT OF ENVIRONMENTAL PROBLEM IS ALSO CONTROLLED BY ITS ACCESSORIES AND PARTS; SOMETIMES WILL BECOME A KIND OF TEMPORAL, FREQUENT CHANGING AND THEY ARE MORE SUBJECTED TO CURRENT DEVELOPMENT, STYLE, AND MOVEMENT.



HUMAN SCALE IS INTERGRATED TO ITS DESIGN SOLUTION

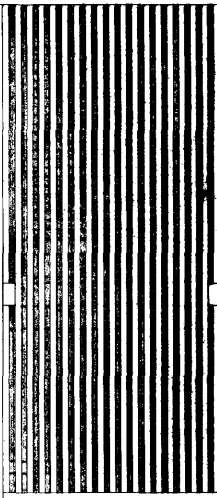
IDEA & DESIGN



IT HAS A SLOPING DOUBLE ROOF WITH OPEN AIR - SPACE BETWEEN.



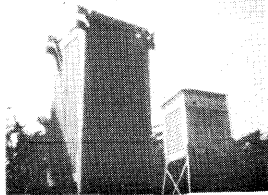
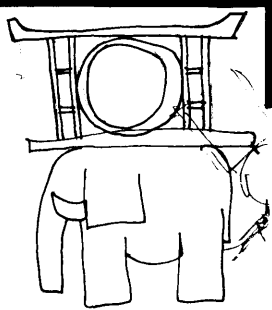
A FENCE DESIGNED TO PROTECT THE SHELTER.



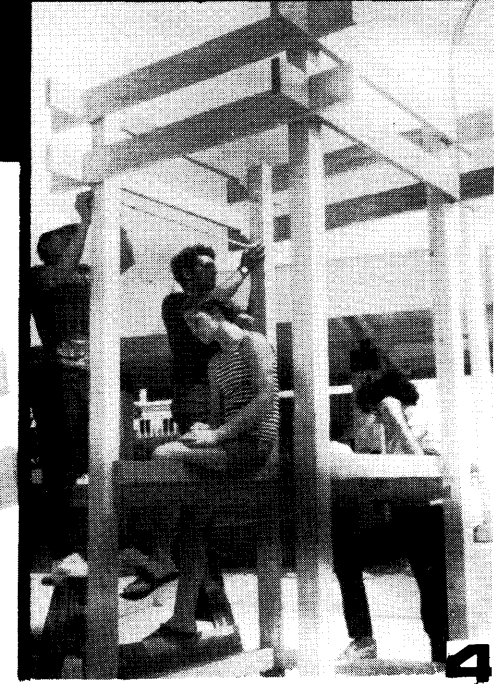
ELEVATIONS

SCALE 1" = 1'0"

Imagination & evaluation



construction was involved to an extent of earthwork and concrete mixing, which were assisted from college service

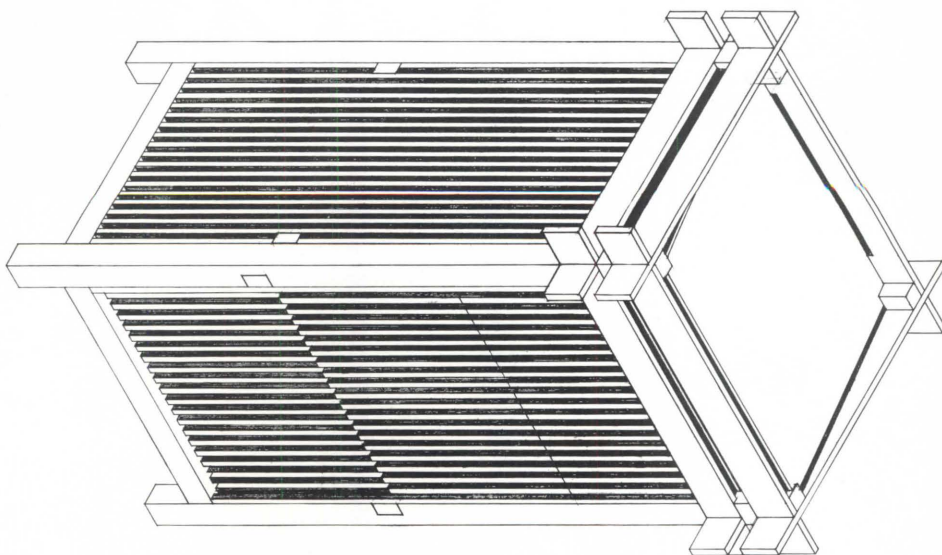


student's learning experience practiced in field work

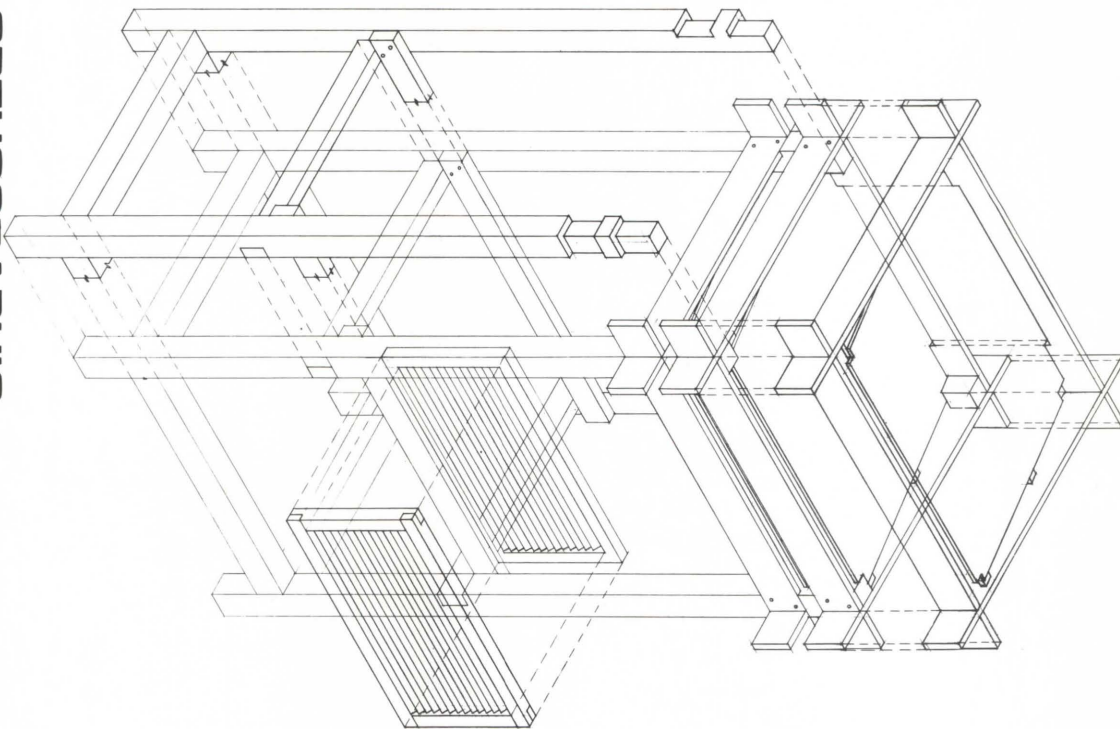
● FORM ITSELF IN ARCHITECTURE CAN NOT MAKE ARCHITECTURE WORK; FUNCTION AND HUMAN DEMAND ARE ALSO VITAL ELEMENTS.

- there is no formula in architectural design which can be applied to find the YES or NO answer; however we learn the rationalization, logic, and analysis in solving problem.

ISOMETRIC



ORTHOGRAPHIC



THEORETICAL STUDY VS. PRACTICAL TRAINING

DIAGNOSIS OF THE STRUCTURE



STUDENTS INVOLVED IN PRACTICAL EXPERIENCES BY USING MACHINES, TOOLS & HANDS



1 x 4
2 0 0 0
FLAT MENDING
PLATE

3/4 x 3 1/2
1 x 5
CORNER
IRONS 3 1/2 x 3 1/2 x 1/4

2 - 3 1/2 x 3 1/2
HINGES

1 x 2" WOOD BLOCK
CUT 45° ANGLE

1/2 x 3" LOUVER

WOOD STRAP

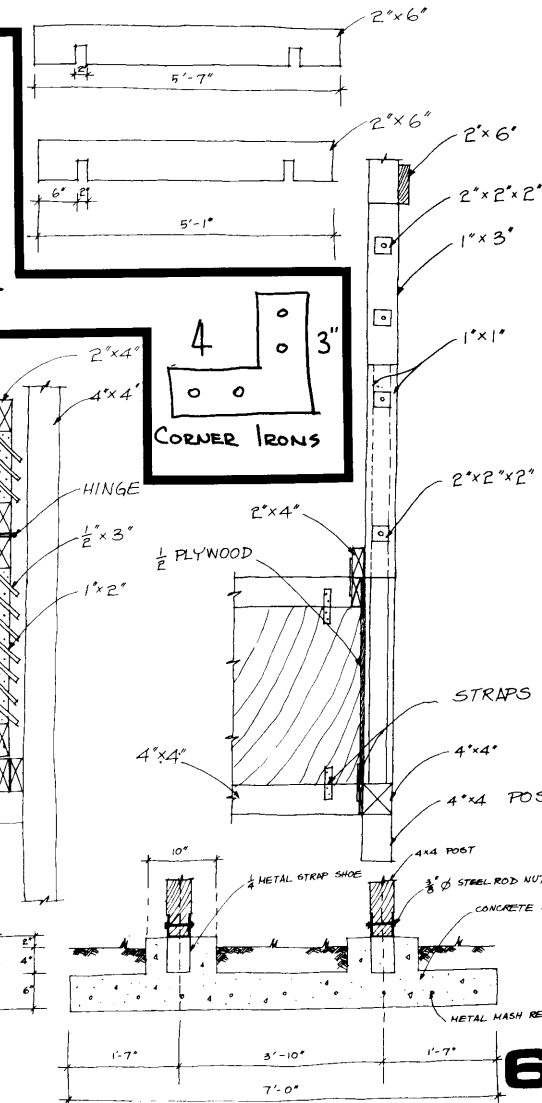
1 x 6"

PLAN

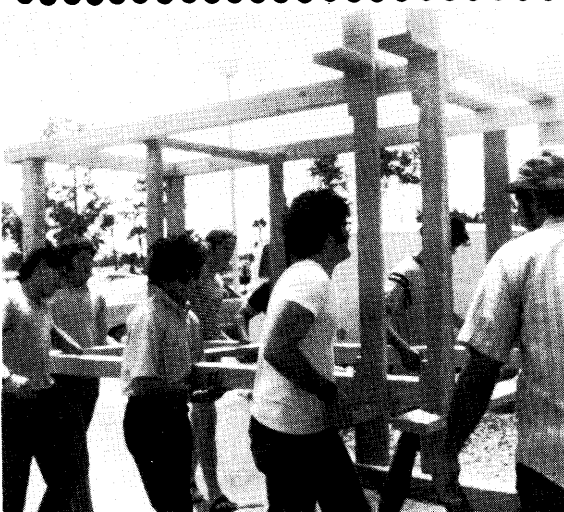
1 1/2 x 2"

FENCE

4 x 4 1 x 3 2 x 2 x 2" BLOCK



transportation of finished skeleton from workshop to site



hardware: 16d galv. com. nails, 20d

galv. com. nails,

hurricane clips

12

workshop to site

transportation of finished skeleton from workshop to site

transportation of finished skeleton from workshop to site



WORK REQUEST
COLLEGE SERVICES

DEPT. REQ'D

REQUESTED BY: Ching-Ming Lo
DEPT: Architecture & Engineering
AUTHORIZED BY: HEAD: John Pistorino
DIV: Div. of Architecture
PRIORITY REQUESTED: URGENT
ROUTINE
DATE SUBMITTED: March 18, 1971
DATE REQUIRED: Mar. 30, 1971
DEPT. CODE NO.

DESCRIPTION OF WORK OR MATERIAL REQUESTED

Reinforced concrete foundation for architectural design project
Weather Instrument Station
Chemistry Department

Work involved:
Excavation - approx. 4 cubic yards
Concrete - approx. 3 cubic yards
Steel reinforcing - approx. 100 ft. #4 bar
100 ft. #4 bar
100 ft. #4 bar
100 ft. #4 bar

ITEM LIST

FIFTEEN OR LESS ITEMS PER PAGE

SCHOOL OR DEPARTMENT	Architecture and Engineering	DATE	April 8, 1971	REG. NO.	
ITEM NO.	COMPLETE DESCRIPTION OF EACH ITEM	QUANTITY	UNIT PRICE	TOTAL PRICE	
16	Fir 2 x 6 8' long	6	.45	2.70	
17	Fir 2 x 6 12'	4	.45	1.80	
18	Fir 2 x 2 8'	2	.17	.34	
19	Fir 2 x 2 10'	3	.17	.51	
20	Fir 1 x 4 10'	10	.14	1.40	

LEAD SHEET
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MAILING ADDRESS:
INSTRUCTIONS:
DIST. ORIGINAL: [Signature]
CNS: [Signature]

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On display At The Florida A.I.A Convention Booth 111

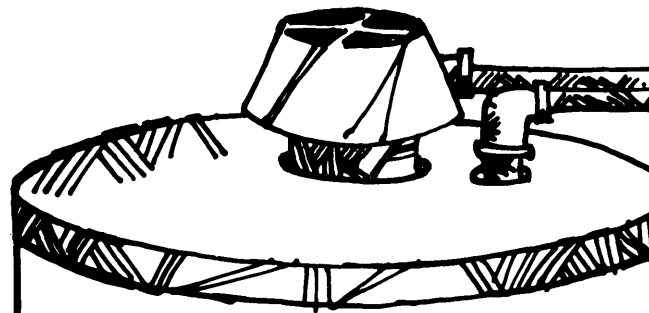
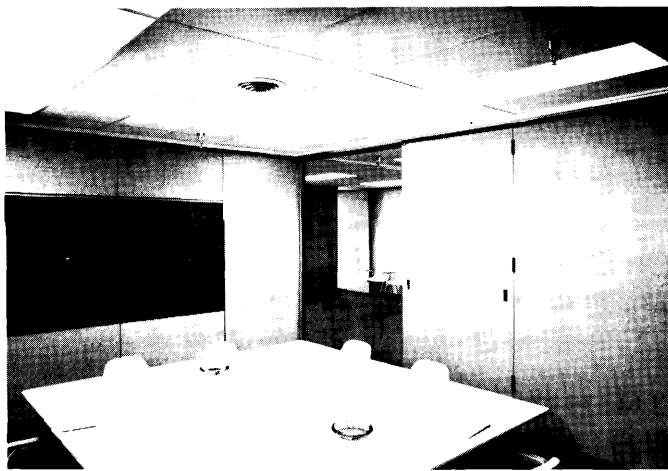
Or

Contact Your Local Distributer

Commercial Modernfold of Jacksonville, Inc.
904-743-5222

Commercial Modernfold of Orlando, Inc.
305-834-4723

Don Works Modernfold, Inc., Ft. Lauderdale
305-772-2666



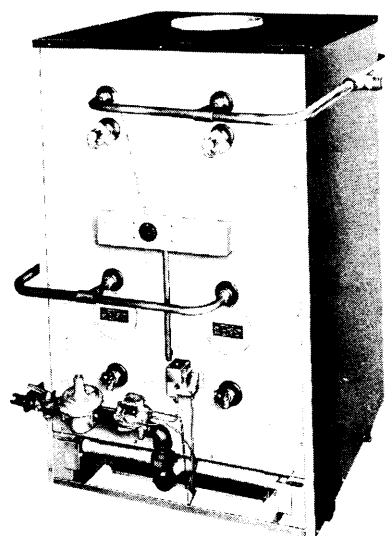
when your commercial clients need lots of hot water

RELY ON Rheem

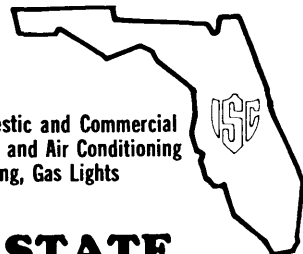
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- Chief's Pride Ranges
- Crown Gas Ranges
- Rheem Water Heaters — Domestic and Commercial
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- Arkla-Servel Gas Air Conditioning, Gas Lights and Gas Grills



INTERSTATE SUPPLY CORPORATION

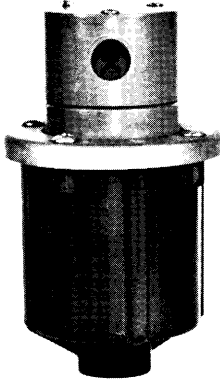
Headquarters:

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7215 Rose Avenue • Phone: 295-6141 Area 305
South Florida Branch: Sunshine State Industrial Park
16411 N.W. 8th Avenue • Miami, Florida 33169
Phone: 305-624-1341

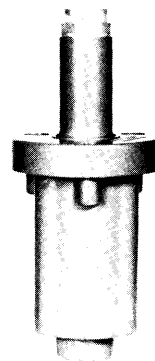
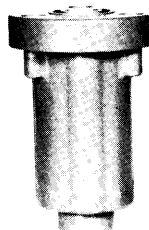
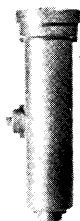
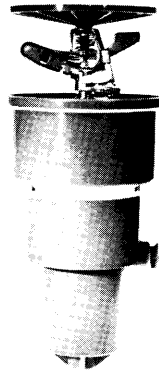


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P200X Safe-T-Rain



Rise-N-Rain 655



GL-67 Pop-Up

GL-71 Pop-Up



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Mutschler Regional Sales Mgr.
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Elmer W. Blankmann
Manager

 SPERRY RAND

REMINGTON RAND

Systems Division
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Phone 614 / 374-9300

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55

Ray Collins Landscape Architect
10

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68

Dantzler Lumber & Export Company
54

Dunan Brick Yard, Inc.
73 (THIRD COVER)

Florida Gas—CBS Panel Division
5

Fryd Construction Corporation
56

Gables Offset, Inc.
17

Universal Building Specialties
22

General Portland, Inc.
57

Gulf Central Corporation
70

Hercules, Inc.
15

Interstate Supply Corporation
68

Kurt Waldman Architectural Photographer
6

Lambert Corporation of Florida
71

Lands For You, Inc.
19

Marco Beach Hotel and Villas
6

Mutschler Kitchens
70

Pavlow Office Furniture
74 (BACK COVER)

PPG Industries
52

Remmington Rand, Home Products Division
70

The Richard Plumer Company
10

Rush-Hampton Industries
60

Roof Structures of Florida
2 (SECOND COVER)

Safe-T-Lawn, Inc.
69

The Sherwin-Williams Company
59

Snead Construction Company
59

Southern Prestressed Concrete, Inc.
56

Splendid Company
10

Stewart's Air Conditioning
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Tom's Fiberglass
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Gem Aluminum Products, Inc.
21

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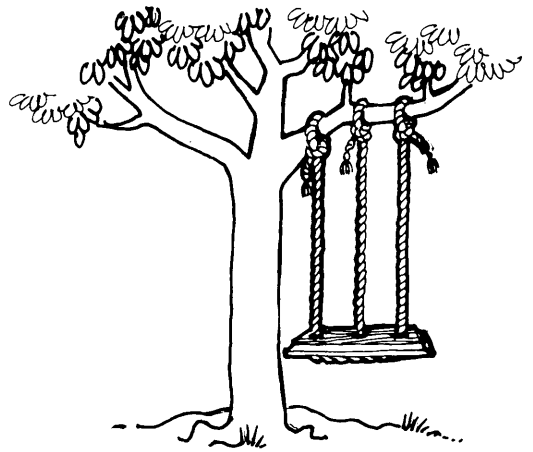
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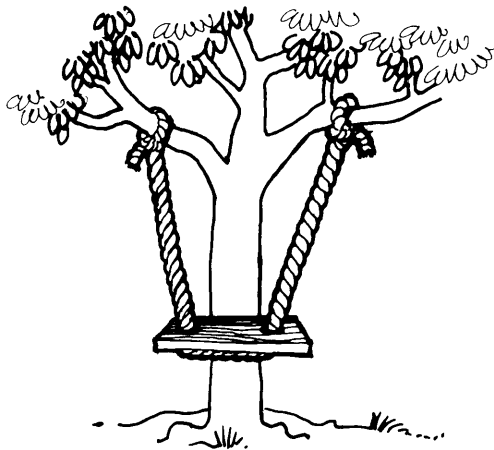
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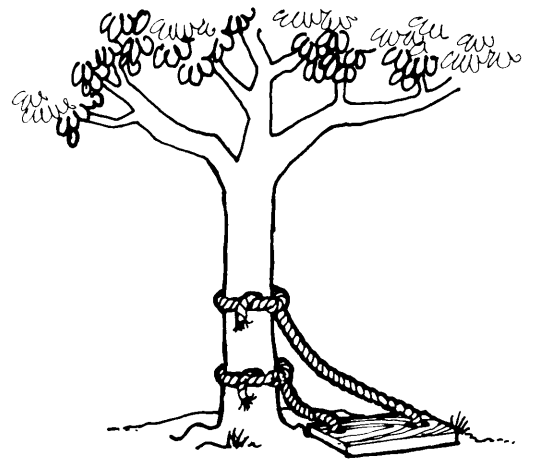
AS THE OWNER REQUESTED IT.



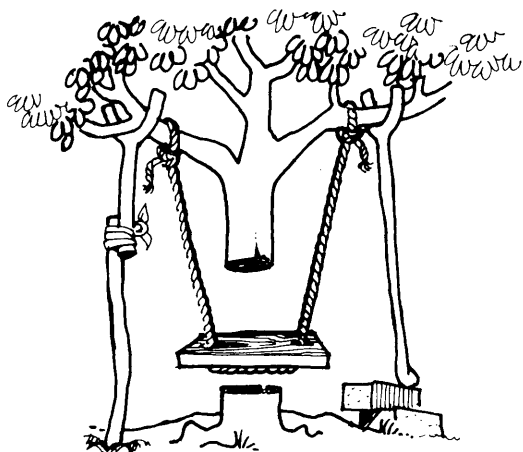
AS THE ARCHITECT DESIGNED IT.



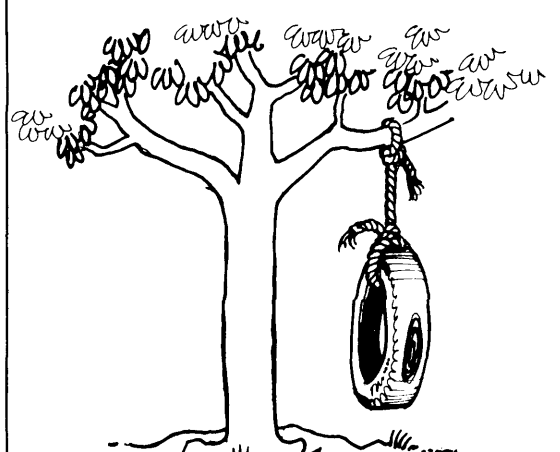
AS THE ENGINEER DESIGNED IT.



AS THE CONTRACTOR BID IT.



AS THE CONTRACTOR INSTALLED IT.



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